

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory®, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4767 Cities in 180 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
1.	<b>WORKERS PARTICIPATION IN MANAGEMENT</b> <i>DR. CHANDRA SEKHAR GOTLAGUNTA, G. KIRTHY, DR. KESHAMONI SRINIVAS &amp; GURMEET KAUR</i>	1
2.	<b>KNOWLEDGE MANAGEMENT STRATEGIES FOR ACHIEVING QUALITY STANDARDS IN EDUCATIONAL INSTITUTIONS</b> <i>DR. A. V. NAGESWARA RAO</i>	5
3.	<b>COST MANAGEMENT IN SERVICE INDUSTRY</b> <i>HEMANT R. DUDHE &amp; DR. SANJAYKUMAR M. GAIKWAD</i>	9
4.	<b>KNOWLEDGE MANAGEMENT THROUGH TRANSFORMATIONAL LEADERSHIP IN ARMED FORCES: AN IAF PERCEPTIVE</b> <i>DR. ANIL KOTHARI &amp; DR. NIDHI PANDEY</i>	13
5.	<b>A STUDY ON RETURNS AND VOLATILITY OF FMCG AND IT SECTORS OF NIFTY</b> <i>T. PEDDANNA &amp; S. V. SATYANARAYANA</i>	17
6.	<b>MEASURE OF OCTAPACE CULTURE ON JUNIOR LEADERS IN THE ARMY: A STATISTICAL PERSPECTIVE</b> <i>DR. ASHA NAGENDRA &amp; BRIGADIER M SRINIVASAN</i>	26
7.	<b>DIVIDEND POLICY AND DIVIDEND THEORIES: THE WAY AHEAD</b> <i>CHAITRA K. S. &amp; DR. B. BAKKAPPA</i>	30
8.	<b>A STUDY ON FINANCIAL PERFORMANCE OF NEW GENERATION PRIVATE SECTORS COMMERCIAL BANKS IN INDIA</b> <i>D. KALPANA &amp; R. CHANDRASEKARAN</i>	34
9.	<b>OFFENCES AGAINST WOMEN UNDER INDIAN PENAL CODE</b> <i>DR. MADHUMITA DHAR SARKAR &amp; BIBHABASU MISRA</i>	38
10.	<b>CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY OF BHARTI AIRTEL LIMITED IN COIMBATORE CITY</b> <i>A. S. DHIVIYA, V. SUGANTHI &amp; DR. S. KUMAR</i>	40
11.	<b>VITALITY OF COMPETENT HR PRACTICES FOR SUSTAINABLE GROWTH POTENTIALITY IN SERVICE INDUSTRY</b> <i>T. MYDHILI &amp; B. SATYAVANI</i>	45
12.	<b>BIOMETRICS AND RFID BASED E-PASSPORT: BRINGING SECURITY TO THE WORLD</b> <i>JAPNEET KAUR &amp; MANEET KAUR</i>	49
13.	<b>PERCEPTUAL DIFFERENCES BETWEEN THE USERS AND NON USERS OF INTERNET BANKING</b> <i>DR. DEEPA PAUL</i>	55
14.	<b>STRESS OF RETAIL SECTOR EMPLOYEES: A STUDY</b> <i>SABARI GHOSH</i>	59
15.	<b>IMPROVING ASSESSMENT IN HIGHER EDUCATION THROUGH STUDENT INVOLVEMENT</b> <i>RUCHI BAJAJ</i>	66
16.	<b>RELIABILITY ANALYSIS OF INVESTMENT BEHAVIOR OF INDIVIDUAL INVESTORS AMONG DIFFERENT RELIGIOUS GROUPS IN NCR</b> <i>SHWETA GOEL &amp; DR. RAKESH KUMAR SRIVASTAVA</i>	69
17.	<b>A STUDY ON DISSATISFIED CONSUMERS OF SMARTPHONE OVER ONLINE PURCHASE IN MADURAI DISTRICT</b> <i>DR. R. RADHIKA DEVI &amp; VINODH KUMAR. S.</i>	74
18.	<b>BANIYA OR LOCALBANYA: A STUDY ON INDIAN 'GROCERY AND STAPLES' BUYING BEHAVIOUR</b> <i>SWAPNA TAMHANKAR</i>	78
19.	<b>THE ENTREPRENEURSHIP'S CAPITAL ASSISTANCE IN ENHANCING THE MOTIVATION OF COLLEGE STUDENT TO BE AN ENTREPRENEUR</b> <i>MARISKHA. Z, S.E., M.M. &amp; HANIFATI INTAN, S.E., M.M.</i>	83
20.	<b>PROBLEMS AND PROSPECTS OF HANDLOOM WEAVERS: A STUDY OF KARIMNAGAR DISTRICT</b> <i>ANKAM SREENIVAS &amp; KANDAGATLA SRAVAN KUMAR</i>	89
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	97

**CHIEF PATRON****PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

*(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)*

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON****LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home &amp; Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**FORMER CO-ORDINATOR****DR. S. GARG**

Faculty, Shree Ram Institute of Business &amp; Management, Urjani

**ADVISORS****PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management &amp; Research, New Delhi

**EDITORIAL ADVISORY BOARD****DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. PARVEEN KUMAR**

Director, M.C.A., Meerut Institute of Engineering &amp; Technology, Meerut, U. P.

**PROF. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**PROF. MANOHAR LAL**

Director &amp; Chairman, School of Information &amp; Computer Sciences, I.G.N.O.U., New Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**PROF. R. K. CHOUDHARY**

Director, Asia Pacific Institute of Information Technology, Panipat

**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**DR. BHARAT BHUSHAN**

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA**

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P. J. L. N. Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**ASSOCIATE EDITORS**

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

**FORMER TECHNICAL ADVISOR**

**AMITA**

Faculty, Government M. S., Mohali

**FINANCIAL ADVISORS**

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS**

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT**

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF .**

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR**

Designation

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aeaweb.org/econlit/jelCodes.php](http://www.aeaweb.org/econlit/jelCodes.php), however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. ***It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.***
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. ***The author (s) should mention only the actually utilised references in the preparation of manuscript*** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**PROBLEMS AND PROSPECTS OF HANDLOOM WEAVERS: A STUDY OF KARIMNAGAR DISTRICT****ANKAM SREENIVAS****RESEARCH SCHOLAR****DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT****KAKATIYA UNIVERSITY****WARANGAL****KANDAGATLA SRAVAN KUMAR****STUDENT****DEPARTMENT OF SOCIOLOGY****KAKATIYA UNIVERSITY****WARANGAL****ABSTRACT**

*The present study find out that most of the of the Handloom Weavers are facing financial problems, credit needs, marketing problems, production problems, raw material problems, social and personal problems, wages & employment problems, health problems and back pain problems. The study suggest attht The Government of India and State Governments provide assistance to handloom weavers, handloom weavers' co-operative societies for strengthening the share capital, improving the management of societies and modernization of looms and provide interest less loans in handloom weavers. The Government should enhance marketing facilities, increase the conducting handloom melas or exhibitions, provide new handloom looms for subsidy. The Government of India and State Governments has to be provide raw material directly to the weavers and strengthen the handloom reservation act as well as establish counseling centers for empowering the weavers to eradicate suicide attitude. Apart from above the Government should provide free health insurance, health checkups, education for children, training & capacity building, interest free loans etc.*

**KEYWORDS**

handloom weavers, Karimnagar.

**INTRODUCTION**

Handloom industry is an ancient cottage industry with a decentralized setup. Handloom industry provides employment to nearly 43.32 lakhs of people with 23.77 lakhs looms, of people are depending upon the ancillary occupations connected with this Industry. Handloom Industry is highly concentrated on Man Made Art and Tradition. The handloom sector plays a very important role in the country's economic development. Tracing the importance of the textile sector in the Indian economy, brings us face to face with the different components such as the mill segment, the handloom segment and the power loom segment that make up this whole. All these three sectors are making three types of clothes, i.e., cotton, blended fabrics and non-cotton fabrics. In handloom sector weavers are classified into independent weavers, weavers working under master weavers, weavers working for cooperative societies, weavers for Non-Government Organizations and shed (wage) weavers.

There are totally 30 lakhs handlooms in the whole world, 85 percent of handlooms representedly to 23,77,331 lakhs located in India. Out of this, 19,96,958 looms are in the Rural Areas, while 3,80,372 looms are in the urban areas. In case of employment, handloom Industry provides direct employment to about 43.32 lakhs people with 23.77 lakhs handlooms. In the present socio-economic climate where dependency on foreign capital and know-how is Increasing in all round, the handloom industry presents a sustainable model of socio economic Activity, which is not energy-intensive and has low capital costs, as well as an Extensive skill base<sup>1</sup>.

**HISTORICAL PROOF OF HANDLOOM**

The Hindu epics such as the 'Ramayana' and the 'Mahabharata' as well as "Buddhist" sources, chant in detail the processes and uses of handloom fabrics. The history of the handloom industry in India could be backed back to hoary part of dates back to the Epic times and it is reported to have been in a highly developed stage even then. In the 'Vedas' and the 'Puranas' there are innumerable references to the exquisite qualities and wide range of fabrics worn by the Gods, Kings said to have been very much fascinated by the exotic designs and textures of fabric work, by women on the earth, and there are stories of such Gods falling in love with mortal ladies by their dress<sup>2</sup>.

"Kalidas" has described ruptional customers as Hamsa Chihita Dokoolo" of swan like wear. "Bana Bhatt," great poet in his work at many places has referred in detail to the artistic weaving of valuable cloth and contemporary elegance by mentioning garments made of extra fine thread. In Kautilya's "Arthashastra" the duties of Sutradhyaksha, a sort of sartorial officer have been described in great detail. In "Shukranti" too these are in mention of "Vasthya" an officer who looked after the demand and silken fabrics, in the market, kept an eye on the production of cloth manufacturing material and arranged for their collection of necessary sartorial information. The famous 'Ajanta Wall Paintings' of the 5th, 8th Centuries A.D, provided an invaluable record of the refined nature of the Indian-Textile Industries of the time. The cave frescoes clearly depict dancers, nobles, servants and musicians clothed in coin loom cloths and blouses, most probability patterned by the resist techniques of printing, tie and dye and ikat as well as brocade weaving<sup>3</sup>.

Though India was famous even in ancient times as an exporter of textiles to most parts of the civilized world, few actual fabrics of the early dyed or printed cottons have survived. This it is explained is due to a hot moist climate and the existence of the monsoons in India. It is not surprising; therefore, that Egypt which has an exceptionally dry climate would provide evidence which India lacks. The earliest Indian fragment of cloth (before the Christian era) with a hansa (swan) design was excavated from a site near Cairo where the hot dry sand of the desert acted as a preservative. The last 100 years have witnessed the growth of mechanized textile production internationally. In part due to competition, handloom has lost much of its market and is almost non-existent in most countries. However, handlooms are still a force to reckon within India and some other Asian countries such as Srilanka, Bangladesh, Thailand, and Cambodia. Later, fragments of finely woven and madder-dyed cotton fabrics and shuttles were found at some of the excavated sites of Mohanjodaro (Indus valley civilization). Indian floral faints, dating back to the 18th century AD were covered by Sir Aural Stein in the icy waters of Central Asia. The evidence shows that of all the arts and crafts of India, traditional handloom textiles are probably the oldest. Though it employs the largest number of people, the handloom sector is considered a sunset industry, and there is an air of inevitability given the relentless march of mechanization, modernization and sophistication. Still, there are many advocates of handloom for reasons including ideology, philosophy, sheer love for handloom products and economic arguments. However, irrespective of the policies, projects and aspirations arising out of various quarters, the handloom sector is undergoing changes, that are showing impact on the livelihoods of handloom weavers<sup>4</sup>.



**REVIEW OF LITARATURE**

**D. Narasimha Reddy (2008)** Is of the opinion that, it is time that, government recognized the value of the handloom sector in achieving sustainable development of the country. Despite the adverse conditions, due to larger support from consumers and being a livelihood option for millions of weavers, Handloom sector has been surviving and has the potential to be so. Government has to ensure a 'level playing field' for this sector towards competition among the different sub-sector of textile industry.

**Sehgal H. K. (2009)** has examined that as far as the garment export sector is concerned, there have been mixed signals: continuing world economic downturn; some late recovery, however temporary and for some people; recent Rupee appreciation and with a new Government, expected to be stable, assuming charge.

**Prachi (2010)** has observed that Indian handloom is growing in its popularity not only among the people in India, but also among the people admiring Indian handloom and Indian handicrafts from around the globe. In spite of having distinct styles and ways of weaving, there is a lot of exchange of styles that happened among the diverse Indian handloom styles.

**TNN (2011)** has mentioned that the state government has taken several decisions to encourage weavers to boost handloom industry in the state. The state government with the cooperation of the Centre has formulated several schemes to ameliorate the socio-economic conditions of the weavers belonging to the handloom industry.

**IAN (2011)** has noted that Indian consumers need to change the thinking; they need to think 'swadeshi' rather than 'videshi'. The greatest tragedy weavers' face is being ignored not just by people but by designers as well. The fashion industry is a very powerful platform to convey the message across the masses that fashion is more than chic dressing; there has to be an essence to it.

**Dr. Srinivasa Rao Kasisomayajula (2012)** presented a paper basing on field work Socio-economic analysis of handloom industry in Andhra Pradesh A Study on selected districts. he was studied in the socio economic analysis of handloom industry in Andhra Pradesh a study on Selected district (East Godavari, Prakasam, Kurnool, Nalgonda ).

**A. Kumudha, M.Rizwana (2013)** in her paper Problems faced by handloom industry-A study with handloom weavers co-operative societies in erode district the paper focus on problems of handloom industry and problems of handloom co-operative society weavers.

**Venkateswaran. A (2014)** in his paper A Socio Economic Conditions of HandloomWeaving :A field study in Kallidaikurichi of Tirunelveli District this paper studied in the A Socio Economic Conditions of Handloom weavers and problem facing on handloom weavers.

**OBJECTIVES OF THE STUDY**

1. To study the present situation of handloom industry.
2. To study the historical evidence of handloom industry.
3. To examine the problems and prospects of handloom weavers.
4. To give the suitable suggestions to improve the handloom industry.

**HYPOTHESIS**

Ho. To test whether the Karimnagar handlooms give the sufficient income to the weavers or not

H1. To test whether there is any employment opportunity even today in the handloom industry or not.

**NEED OF THE STUDY**

The handloom industry has facing many problems such as scarcity of raw materials, marketing, finance and the most important being high incidence of mammals offered to officials. In view of this, there is an imperative need to undertaking a comprehensive study of the "problems and prospects of handloom weavers in Telangana" covering aspects such as, the impact of problems and prospects of weavers, structure of handloom weavers living conditions. Karimnagar district has been chosen for an intensive and detailed study since the district stands first in production and first in respect of membership in societies in the state.

**RESEARCH METHODOLOGY****SCOPE OF THE STUDY**

The study broadly examines the problems and prospects of handloom weaver in Karimnagar district from 2005-2015. i.e, 10 years period.

**SOURCE OF DATA**

The study is based on primary data as well as secondary data.

**PRIMARY DATA:** The main source of the data are the weavers themselves and executive members of the society the elicit the proper information from the weavers a structured questionnaire was served to the weavers who were working in the societies. A part from this, personal interview group discussion and observation methods were used in collecting the first hand information

**SECONDARY DATA:** Secondary data for the study has been collected using published reports by the government, departments, offices Centre's consequently with the industry, published research papers in the reputed journals, books, thesis and dissertation and listing websites relating to the presented research.

**SAMPLE SIZE**

Sample of 200 weavers selected from the Karimnagar District.

**AREA OF STUDY**

This study was confined to handloom weavers of Karimnagar District

**LIMITATIONS OF THE STUDY**

These are the limitations of the present research study. The study is essentially a micro level study. The information through the questionnaires may not have covered correct figures problems and prospects. The opinions and expressions of weavers are based on the personal experience with the societies the secondary data are taken as reported in the records however, the primary data is added to know the present conditions of weavers.

**DATA ANALYSIS AND INTERPRETATION**

The data are collected from 200 sample Respondents by supplying the questionnaires, the data are analysed by simple tables on the basis of financial problems, marketing problems, production problems, social problems and health problems therefore, these aspects are covered in this paper.

Handloom weavers are facing several problems such as following:

**1. FINANCIAL PROBLEMS**

Handloom industry is one such delicate organization, which has been totally capital-straved at all the time. By and large, sound financial assistance from government alone could improve the competitive urge among handloom co-operatives. The Government of India and State Governments provide assistance to handloom weavers, handloom weavers' co-operative societies for strengthening the share capital, improving the management of societies and modernization of looms. Even then, the societies could not strengthen their financial position because, they are not able to repay in time the loan received and hence the societies have to pay interest to the District Central Co-operative Banks.

The below table 1 shows the financial problems of Respondents in the four selected Mandals

TABLE 1: FINANCIAL PROBLEM

S. No	Financial Problem	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Yes	40 (20.00)	42 (21.00)	38 (19.00)	44 (22.00)	164 (82.00)
2	No	10 (5.00)	8 (4.00)	12 (6.00)	6 (3.00)	36 (18.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: Field survey

The table-1 reveals about financial problem of Respondents. In Karimnagar Mandal has been selected 50 Respondents. The highest number 40 (20.00%) Respondents are facing financial problem, the lowest number 10 (5.00%) Respondents are not facing financial problem.

In Siricilla Mandal has been selected 50 Respondents. The highest number 42 (21.00%) Respondents are facing financial problem, the lowest number 8 (4.00%) Respondents are not facing financial problem.

In Thangallapally Mandal has been selected 50 Respondents. The highest number 38 (19.00%) Respondents are facing financial problem, the lowest number 12 (6.00%) Respondents are not facing financial problem.

In Garshakurthi Mandal has been selected 50 Respondents. The highest number 44 (22.00%) Respondents are facing financial problem, the lowest number 6 (3.00%) Respondents are not facing financial problem.

The overall observation reveals that the majority of the Respondents are facing financial problem.

Financial problems are divided into four types, such as following:

#### A. INFRASTRUCTURE AND INVESTMENT

Investment in handloom sector has thus far been limited to input supply costs. There is no investment on sectoral growth, while there have been some piecemeal projects such as work shed-cum-housing and project package schemes, they merely perpetuate the existing conditions. There has been no thinking on basic requirements of the producer. Facilities such as land, water and electricity need to be provided in many places that are a harbor for handloom manufacturing. Common facilities have not been developed such as godowns, credit facilities (banks in the vicinity), roads, proper sanitation, etc, have not been provided anywhere. In recent years, the investment profile in handloom sector has also been changing. Traditional investors - known as master weavers who have been investing for several decades in handloom production have been moving away, or have become reluctant to invest in new designs. There is a need for new programmes that enable the inflow of fresh investments and emergence of new entrepreneurs into the handloom sector.

#### B. BUDGET ALLOCATIONS

Allocations for handloom in national and state budgets are being reduced. This has to be reversed. Budget has to be increased with new schemes, which address the problems of the sector, in view of the linkage and the need to protect rural employment.

#### C. CREDIT NEEDS

The credit facilities currently available to weavers are far from adequate. Even those made available through co-operatives rarely reach the sections for which it is intended. This is because master weavers control a number of co-operatives and tend to corner a substantial proportion of institutional credit. As indicated earlier, the majority of weavers are to be found outside the co-operative fold, weaving usually for master weavers or on their own. The credit needs of this sector have remained unaddressed. The existing situation is one where the local master weaver provides consumption loans and/or advances, which, over time, render the weaver completely indebted to the master weaver.

#### D. TAXES AND SUBSIDIES

Presently, there are no subsidies for handloom sector. They are completely withdrawn. However, they need to be continued. There are no taxes. However, the benefits go to the traders and not the weavers<sup>5</sup>.

The below table-2 shows the Types of financial problems of Respondents in the four selected Mandals.

TABLE 2: TYPES OF FINANCIAL PROBLEMS

S. No	Financial Problem	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Infrastructure and investment	8 (4.00)	6 (3.00)	4 (2.00)	6 (3.00)	24 (12.00)
2	Budget allocation	7 (3.50)	8 (4.00)	6 (3.00)	7 (3.50)	28 (14.00)
3	Credit Needs	17 (8.50)	15 (7.50)	18 (9.00)	22 (11.00)	72 (36.00)
4	Taxes and subsidies	8 (4.00)	13 (6.50)	10 (5.00)	9 (4.50)	40 (20.00)
5	No	10 (5.00)	8 (4.00)	12 (6.00)	6 (3.00)	36 (18.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: Field survey

The above table-2 reveals about types of financial problems of Respondents. In Karimnagar Mandal has been selected 50 Respondents. The highest number 17 (8.50%) Respondents are facing Credit needs, 10 (5.00%) Respondents are not facing any financial problem, 8 (4.00%) Respondents are facing infrastructure and investment, 8 (4.00%) Respondents are facing taxes & subsidies, the lowest number 7 (3.50%) Respondents are facing budget allocation.

In Siricilla Mandal has been selected 50 Respondents. The highest number 15 (7.50%) Respondents are facing Credit needs, 13 (6.50%) Respondents are facing taxes and subsidies, 8 (4.00%) Respondents are facing budget allocation, 8 (4.00%) Respondents are not facing any financial problem, the lowest number 6 (3.00%) Respondents are facing infrastructure & investment.

In Thangallapally Mandal has been selected 50 Respondents. The highest number 18 (9.00%) Respondents are facing Credit needs, 12 (6.00%) Respondents are not facing any financial problem, 10 (5.00%) Respondents are facing taxes & subsidies, 6 (3.00%) Respondents are facing budget allocation, the lowest number 4 (2.00%) Respondents are facing infrastructure & investment.

In Garshakurthi Mandal has been selected 50 Respondents. The highest number 22 (11.00%) Respondents are facing Credit needs, 9 (4.50%) Respondents are facing taxes and subsidies, 7 (3.50%) Respondents are facing budget allocation, 6 (3.00%) Respondents are facing infrastructure & investment, the lowest number 6 (3.00%) Respondents are not facing any financial problem.

The overall observation reveals that the majority of Respondents are facing Credit needs.

#### 2. MARKETING PROBLEMS

The wake of new trends in fashions with man-made fibre and yarn fabrics having made inroads up to the rural areas. It is but natural that handloom fabrics face difficulties in marketing and sales promotion. Marketing is the central problem that calls for the drawing up of a suitable strategy. Otherwise, any amount of aid

given to this industry at the production level will turn out to be of no help. The industry has been pursuing the sales oriented philosophy. Inadequate marketing services and facilities have resulted in periodical accumulation of stocks, resulting in underemployment and unemployment among weavers.

Independent weavers, outside the co-operative fold, are not always able to dispose of their cloth directly to the consumer. They have to approach the middlemen. In case of weavers working under master weavers on wage basis, they return the finished cloth to the master weavers. The co-operative societies are wholly dependent on the TSCO for marketing of their products. In our state, TSCO is not performing well and not in a position to lift the finished products and make the payment timely. The efforts are directed to sell the quantity through the purchase of handloom cloth by the government departments, army personnel, local bodies and rebate schemes and other programmes that are directed to push the product to the market.

The below table-3 shows the Marketing problem of Respondents in the four selected Mandals.

TABLE 3: MARKETING PROBLEM

S. No	Marketing Problem	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Yes	48 (24.00)	46 (23.00)	47 (23.50)	47 (23.50)	188 (94.00)
2	No	2 (1.00)	4 (2.00)	3 (1.50)	3 (1.50)	12 (6.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: field survey

The table-3 reveals about Marketing problem of Respondents. In Karimnagar Mandal has been selected 50 Respondents. The highest number 48 (24.00%) Respondents are facing Marketing problem, the lowest number 2 (1.00%) Respondents are not facing Marketing problem.

In Siricilla Mandal has been selected 50 Respondents. The highest number 46 (23.00%) Respondents are facing Marketing problem, the lowest number 4 (2.00%) Respondents are not facing Marketing problem.

In Thangallapally Mandal has been selected 50 Respondents. The highest number 47 (23.50%) Respondents are facing Marketing problem, the lowest number 3 (1.50%) Respondents are not facing Marketing problem.

In Garshakurthi Mandal has been selected 50 Respondents. The highest number 47 (23.50%) Respondents are facing Marketing problem, the lowest number 3 (1.50%) Respondents are not facing Marketing problem.

The overall observation reveals that the majority of the Respondents are facing Marketing problem

Marketing problems are divided into five types, such as following:

#### A. COMPETITION FROM MILLS AND POWERLOOMS:

The powerlooms were able to misuse the concession given to handlooms and function under the cover of handlooms. The other advantages enjoyed by the powerlooms were low wages, wholesale evasion of protective labour legislation, low taxes on yarn, no levies on grey fabrics produced by powerlooms, low overheads, low requirements of working capital and flexibility in production mix. In addition to the fact that powerlooms are able to concentrate on synthetic fibres, would seem to give them an inseparable advantage over handlooms. The sector faces stiff competition from the powerlooms and mill sector, which is threatening its existence. While, most handlooms are made of cotton, the yarn consumption pattern is shifting towards other fibres also. Handloom products are increasingly being copied on powerlooms at a low cost due to rapid technological developments. If the present trend continues, handlooms could lose a sizeable market. The obligations of textile quotas would further aggravate the problem of handloom sector.

#### B. MARKET FOR PRODUCTS

Handloom products require more visibility. This means better and wider market network. One-off exhibitions organized with the support of government do not suffice presently, handloom products are available only in few places. An umbrella market organization, autonomous and financed by the government initially should be formed to undertake this task, financed by the sales of the handloom products.

#### C. FREE EXPORT/IMPORT TRADE – OPPORTUNITY

Post the WTO Agreement on Textile Clothing, there is going to be more free export and import of textiles. The handloom sector, as a traditional area, can claim some special packages or discriminatory measures, to protect this kind of production. Options and policy measures need to be worked out either by independent institutions or the government.

#### D. INTERMEDIARIES (INDIVIDUALS/INSTITUTIONS)

Government has created a few research, training and input institutions to help the handloom sector. These institutions include weaver service centres, institutions of handloom technology, NIFT, etc. But their performance has been below par and then presence has not helped in obviating the problems of handloom weavers.

#### E. MARKET ENVIRONMENT

Marketing environment are also effecting handloom industry<sup>6</sup>.

The below table-4 shows the Types of Marketing problems of Respondents in the four selected Mandals.

TABLE 4: TYPES OF MARKETING PROBLEMS

S. No	Marketing Problem	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Competition from Mills&Powerlooms	4 (2.00)	5 (2.50)	6 (3.00)	5 (2.50)	20 (10.00)
2	Market for products	15 (7.50)	26 (13.00)	22 (11.00)	23 (11.50)	96 (48.00)
3	Free export and import trade opportunity	6 (3.00)	4 (2.00)	8 (4.00)	6 (3.00)	24 (12.00)
4	Intermediaries (Individual and Institutions)	1 (0.50)	3 (1.50)	2 (1.00)	2 (1.00)	8 (4.00)
5	Market environment	12 (6.00)	8 (4.00)	9 (4.50)	11 (5.50)	40 (20.00)
6	No	2 (1.00)	4 (2.00)	3 (1.50)	3 (1.50)	12 (6.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: field survey.

The below table-4 reveals about Types of Marketing problems of Respondents. In Karimnagar Mandal has been selected 50 Respondents. The highest no 15 (7.50%) Respondents are facing market for products, 12 (6.00%) Respondents are facing market environments, 6 (3.00%) Respondents are facing free export/import trade-opportunity, 4 (2.00%) Respondents are facing competition from mills and powerlooms, 2 (1.00%) Respondents are not facing any marketing problem, the lowest number 1 (0.50%) Respondents are facing intermediaries (individual/institutions).

In Siricilla Mandal has been selected 50 Respondents. The highest no 26 (13.00%) Respondents are facing market for products, 8 (4.00%) Respondents are facing market environment, 5 (2.50%) Respondents are facing competition from mills and powerlooms, 4 (2.00%) Respondents are facing free export/import trade-opportunity, 4 (2.00%) Respondents are not facing any marketing problem, the lowest number 3 (1.50%) Respondents are facing intermediaries (individual / institutions).

In Thangallapally Mandal has been selected 50 Respondents. The highest no 22 (11.00%) Respondents are facing market for products, 9 (4.50%) Respondents are facing market environments, 8 (4.00%) Respondents are facing free export/import trade-opportunity, 6 (3.00%) Respondents are facing competition from mills and powerlooms, 3 (1.50%) Respondents are not facing any marketing problem, the lowest number 2 (1.00%) Respondents are facing intermediaries (individual/institutions).

In Garshakurthi Mandal has been selected 50 Respondents. The highest no 23 (11.50%) Respondents are facing market for products, 11 (5.50%) Respondents are facing market environments, 6 (3.00%) Respondents are facing free export/import trade-opportunity, 5 (2.50%) Respondents are facing competition from mills and powerlooms, 3 (1.50%) Respondents are not facing any marketing problem, the lowest number 2 (1.00%) Respondents are facing intermediaries (individual/institutions).

The overall observation reveals that the majority of Respondents are facing Market of products

### 3. PRODUCTION PROBLEMS

Handloom weavers are also facing production problems are scarcity of yarn, lack of technology development, raw material problems, design improvement, enhancement of value, technology& mechanization patenting designs/varieties and working hours.

The below table-5 shows the Production problem of Respondents in the four selected Mandals.

TABLE 5: PRODUCTION PROBLEM						
S. No	Production Problem	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Yes	48 (24.00)	49 (24.50)	48 (24.00)	49 (24.50)	194 (97.00)
2	No	2 (1.00)	1 (0.50)	2 (1.00)	1 (0.50)	6 (3.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: field survey

The table-5 reveals about Production problem of Respondents. In Karimnagar Mandal has been selected 50 Respondents. The highest number 48 (24.00%) Respondents are facing Production problem, the lowest number 2 (1.00%) Respondents are not facing Production problem.

In Siricilla Mandal has been selected 50 Respondents. The highest number 49 (24.50%) Respondents are facing Production problem, the lowest number 1 (0.50%) Respondents are not facing Production problem.

In Thangallapally Mandal has been selected 50 Respondents. The highest number 48 (24.00%) Respondents are facing Production problem, the lowest number 2 (1.00%) Respondents are not facing Production problem.

In Garshakurthi Mandal has been selected 50 Respondents. The highest number 49 (24.50%) Respondents are facing Production problem, the lowest number 1 (0.50%) Respondents are not facing Production problem.

The overall observation reveals that the majority of the Respondents are facing Production problem.

Production problems are divided into eight types, such as

**A. SCARCITY OF YARN:** The handloom sector is mostly dependent on the organized mill sector for the supply of its principal raw material, namely, yarn. This sector uses the bulk of yarn in the form of hanks. A gross deficiency in the supply of yarn at reasonable prices is complained. The yarn is produced in composite mills and spinning mills. Though there is a stipulation of producing 50 per cent hank yarn for the handloom industry by the composite mills, the mills have not adhered to such a stipulation. The shortage of raw materials has been a problem for several years to the industry.

**B. LACK OF TECHNOLOGY DEVELOPMENT:** Weaving continuous to be a traditional and hereditary occupation. The weavers are following traditional methods of production and design due to lack of exposure, awareness and knowledge over changing technologies, methods and the requirements. The production capacity of these looms is low and the job is tedious. This sector encounters tough competition from superior quality products available at cheaper prices from the organized sectors. For technology development, major efforts are needed for modernization of looms, increasing productivity, quality of products, standardization of various processes and products and production of value added products. Lack of training is also another drawback.

**C. RAW MATERIAL PROBLEMS:** The success of any industry is based on the availability of raw material. The unavailability of raw material is one of the crisis faced by the handloom sector. Cotton yarn, dyes, silk and jute are important raw materials. Cotton handloom weavers have been largely dependent on spinning mills to provide them yarn, but nowadays, these mills find it more profitable to work with the power loom sector and weaving mills. Moreover, since the concentration of handlooms is higher in rural and semi-rural areas handloom weavers have to travel for to get the yarn. Also, the raw material used by this sector is not available at a low cost since cotton production costs are high in India. With the government now encouraging yarn export, there could soon be a further shortage of yarn. So handloom weavers are today facing a raw material crisis.

**i) PRICES OF RAW MATERIAL:** Handloom primarily uses natural fibres such as cotton, silk and jute. Prices of these fibres have been increasing during production and processing. Cotton production in India is expensive because of intensive and high usage of costly agricultural inputs such as pesticides and fertilizers. Secondly, while the fibre production most often happens in the vicinity of the weavers, their processing is done in distant areas, and as such the prices to the weaver are higher. With the Central Government now encouraging primary fibre and yarn exports, handloom weavers would be on the last priority for yarn suppliers. The solution lies in establishing relatively low-post, decentralized spinning units in the villages where handloom and fibre productions co-exist. The units would enable direct linkage between farmers and weavers, which essentially decreases the cost of yarn and thus the cost of handloom products. Still, the cost of selling up the units may be too much for an individual, and hence governmental support will be required.

**ii) SUPPLY OF RAW MATERIAL:** Access to raw material such as yarn, dyes and dye stuffs has become a problem. (Yarn is made out of fibres such as cotton and is used to weave the cloth, horizontally and vertically. It is the primary material to produce the cloth or fabric.) Weaving is a rural and semi-rural production activity and weavers have to go far to get these raw materials. To top it off, yarn prices are steadily increasing. The availability of hank yarn - the basic material from which weaving is done - is a serious issue because it is controlled by modern spinning mills, who see more profit in large-volume cone yarn. Secondly, since hank yarn is tax-free and has subsidies, enormous amounts are diverted to the powerloom and mill sectors. As a result, there is a perennial shortage of yarn for the weavers. Despite a few schemes, the hank yarn access issue has not been resolved, Colours are expensive, and presently there is no system or mechanism to increase their availability.

**D. DESIGN IMPROVEMENTS:** While there are suggestions that handloom sector should increase its design in respond in changes in the market, the bottlenecks are many. The lack of change is not due to the weaver not being amenable to change, as is bandied. Rather, it is due to unwillingness of the investor to take risks and provide incentive to weavers for effecting the change.

**E. ENHANCEMENT OF VALUE:** There is a need for enhancing the value of handloom products through utilization of organic cotton and organic yarn, application of natural dyes and by increasing the productivity of the looms through research and innovation.

**F. TECHNOLOGY AND MECHANIZATION:** In the pre-loom processing (yarn preparation and dyeing), some degree of mechanization is being asked. Appropriate usage needs to be worked out.

**G. PATENTING DESIGNS/VARIETIES:** Handloom designs/varieties are not protected. As a result, investors are not interested lest they end up with the risk and those who copy the benefits. Protection options include development of handloom/silk/jute marks and registration under Geographical Indications Act. However more discussion is required on this, if handloom has to come up with designs that suit the market preferences<sup>7</sup>.

The below table-6 shows the Types of Production problems of Respondents in the four selected Mandals.

TABLE 6: TYPES OF PRODUCTION PROBLEMS

S. No	Production Problem	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Scarcity of Yarn	4 (2.00)	5 (2.50)	6 (3.00)	3 (1.50)	18 (9.00)
2	Lack of Technology Development and Mechanization	7 (3.50)	4 (2.00)	5 (2.50)	6 (3.00)	22 (11.00)
3	Raw material problem	16 (8.00)	21 (10.50)	20 (10.00)	17 (8.50)	74 (37.00)
4	Design Improvements and Patering Designs/varities	14 (7.00)	10 (5.00)	12 (6.00)	12 (6.00)	48 (24.00)
5	Working hours	7 (3.50)	9 (4.50)	5 (2.50)	11 (5.50)	32 (16.00)
6	No	2 (1.00)	1 (0.50)	2 (1.00)	1 (0.50)	6 (3.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: Field Survey.

The above table-6 reveals about Types of Production problems. In Karimnagar Mandal has been selected 50 Respondents. The highest number 16 (8.00%) Respondents are facing Raw Material, 14 (7.00%) Respondents are facing Designs improvement and patering designs/varities, 7 (3.50%) Respondents are facing lack of technology development and mechanisation, 7 (3.50%) Respondents are facing working hours, 4 (2.00%) Respondents are facing scarcity of yarn, the lowest number 2 (1.00%) Respondents are not facing any production problem.

In Siricilla Mandal has been selected 50 Respondents. The highest number 21 (10.50%) Respondents are facing Raw Material, 10 (5.00%) Respondents are facing Designs improvement and patering designs/varities, 9 (4.50%) Respondents are facing working hours, 5 (2.50%) Respondents are facing scarcity of yarn 4 (2.00%) Respondents are facing lack of technology development and mechanisation, the lowest number 1 (0.50%) Respondents are not facing any production problem.

In Thangallapally Mandal has been selected 50 Respondents. The highest number 20 (10.00%) Respondents are facing Raw Material, 12 (6.00%) Respondents are facing Designs improvement and patering designs/varities, 6 (3.00%) Respondents are facing scarcity of yarn, 5 (2.50%) Respondents are facing lack of technology development and mechanization, 5 (2.50%) Respondents are facing working hours, the lowest number 1 (0.50%) Respondents are not facing any production problem.

In Garshakurthi Mandal has been selected 50 Respondents. The highest number 17 (8.50%) Respondents are facing Raw Material, 12 (6.00%) Respondents are facing Designs improvement and patering designs/varities, 11 (5.50%) Respondents are facing working hours, 6 (3.00%) Respondents are facing lack of technology development and mechanization, 3 (1.50%) Respondents are facing scarcity of yarn, the lowest number 1 (0.50%) Respondents are not facing any production problem.

The overall observation reveals that the majority of Respondents are facing Raw Material problem.

**4. SOCIAL AND PERSONAL PROBLEMS:** Handloom weavers are also facing social and personal problems are co-operative system, wages, employment and livelihood issues, women related problems, welfare schemes and employment problems.

The below table-7 shows the Social and Personal problem of Respondents in the four selected Mandals.

TABLE - 7: SOCIAL AND PERSONAL PROBLEM

S. No	Social and Personal Problem	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Yes	44 (22.00)	45 (22.50)	43 (21.50)	46 (23.00)	178 (89.00)
2	No	6 (3.00)	5 (2.50)	7 (3.50)	4 (2.00)	22 (11.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: Field Survey.

The above table-7 reveals about Social and Personal problem of Respondents. In Karimnagar Mandal has been selected 50 Respondents. The highest number 44 (22.00%) Respondents are facing Social and Personal problem, the lowest number 6 (3.00%) Respondents are not facing Social and Personal problem.

In Siricilla Mandal has been selected 50 Respondents. The highest number 45 (21.50%) Respondents are facing Social and Personal problem, the lowest number 5 (2.50%) Respondents are not facing Social and Personal problem.

In Thangallapally Mandal has been selected 50 Respondents. The highest number 43 (21.50%) Respondents are facing Social and Personal problem, the lowest number 7 (3.50%) Respondents are not facing Social and Personal problem.

In Garshakurthi Mandal has been selected 50 Respondents. The highest number 46 (23.00%) Respondents are facing Social and Personal problem, the lowest number 4 (2.00%) Respondents are not facing Social and Personal problem.

The overall observation reveals that the majority of the Respondents are facing Social and Personal problem.

**A. CO-OPERATIVE SYSTEM:** While cooperatives do help in maximizing the benefits for weavers in the entire chain of production, their present condition is a cause of concern. The handloom cooperative system is riddled with corruption and political interference. Many handloom weavers are not members of these cooperatives. Government departments have to stop using them as primary sources for routing government funds and schemes. Cooperatives have to become independent of district level government officers in terms of management and decision-making.

**B. WAGES, EMPLOYMENT AND LIVELIHOOD ISSUES:** Wages have not increased in the last 15 years. Some sections of handloom weavers are living in hand-to-mouth conditions, with no house or assets for them, for years together. These issues need to be addressed. Given such a situation, government policies and actions are required to address such a situation. While there are many non-government initiatives, which try to obviate the problems, policy action would have a wider reach and impact. It would also ensure a way forward and give strength to the weavers to face the competition, with much more rigour and enthusiasm.

**C. WOMEN RELATED PROBLEMS:** Women, presently, share enormous work burden with no commensurate compensation system. Their work is not recognized. Their living and working conditions are a serious concern in many parts of India.

**D. WELFARE SCHEMES:** Education and health constitute a major concern for handloom weaver families government has to come forward to help the children, women and old people to overcome their health and education needs.



**E. EMPLOYMENT PROBLEMS:** The handloom sector remains a major source for self and casual employment. Apart from the direct employment to about 3.5 million people, it provides indirect employment during the pre- and post-production process. The primary importance of the sector providing gainful employment in rural India is under threat with growing competition from the powerloom sector, lack of government intervention, unfavorable. The handloom sector place an important role in the Indian economy since it is very large in scale and provides the largest employment opportunity, next to the agriculture sector. India is currently the world's largest producer of handloom products with a total production of more than 5 billion meters in 2005. The major handloom weaving states in India are west Bengal, Tamil Nadu, Uttar Pradesh Andhra Pradesh, Telangana, Assam and Manipur, in India, there are more than 3.8 millions handlooms in operations, with the livelihood of about 12.5 million people dependent on handloom weaving.

This makes of 23% of the total textiles production in the country. Overall, this sector place a vital role in local economies, especially in rural areas the handloom sector holds on about 12.5 million people are dependent on handloom weaving for their livelihood handloom carpets government policies, etc. because of lack of work, handloom weavers with many skills are today forced to work as construction workers, venders, etc<sup>8</sup>.

The below table-8 shows the Types of Social and Personal problems of Respondents in the four selected Mandals.

TABLE 8: TYPES OF SOCIAL &amp; PERSONAL PROBLEMS

S. No	Social & personal Problem	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Co operative System	10 (5.00)	8 (4.00)	9 (4.50)	9 (4.50)	36 (18.00)
2	Wages, employment & livelihood issues	17 (8.50)	21 (10.50)	13 (6.50)	25 (12.50)	76 (38.00)
3	Women related problems	3 (1.50)	4 (2.00)	5 (2.50)	2 (1.00)	14 (7.00)
4	Welfare schemes	14 (7.00)	12 (6.00)	16 (8.00)	10 (5.00)	52 (26.00)
5	No	6 (3.00)	5 (2.50)	7 (3.50)	4 (2.00)	22 (11.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: Field Survey.

The above table-8 reveals about Types of social and personal problems of Respondents. In Karimnagar Mandal has been selected 50 Respondents. The highest number 17 (8.50%) Respondents are facing Wages, employment & livelihood issues, 14 (7.00%) Respondents are facing welfare schemes, 10 (5.00%) Respondents are facing co-operative system, 6 (3.00%) Respondents are not facing any social and personal problem, the lowest number 3 (1.50%) Respondents are facing women related problems.

In Siricilla Mandal has been selected 50 Respondents. The highest number 21 (10.50%) Respondents are facing Wages, employment & livelihood issues, 12 (6.00%) Respondents are facing welfare schemes, 8 (4.00%) Respondents are facing co-operative system, 5 (2.50%) Respondents are not facing any social and personal problem, the lowest number 4 (2.00%) Respondents are facing women related problems.

In Thangallapally Mandal has been selected 50 Respondents. The highest number 16 (8.00%) Respondents are facing welfare schemes, 13 (6.50%) Respondents are facing Wages, employment & livelihood issues, 9 (4.50%) Respondents are facing co-operative system, 7 (3.50%) Respondents are not facing any social and personal problem, the lowest number 5 (2.50%) Respondents are facing women related problems.

In Garshakurthi Mandal has been selected 50 Respondents. The highest number 25 (12.50%) Respondents are facing Wages, employment & livelihood issues, 10 (5.00%) Respondents are facing welfare schemes, 9 (4.50%) Respondents are facing co-operative system, 4 (2.00%) Respondents are not facing any social and personal problem, the lowest number 2 (1.00%) Respondents are facing women related problems.

The overall observation reveals that the majority of Respondents are facing Wages, employment & livelihood issues.

**5. MAJOR HEALTH PROBLEMS:** Handloom weavers are facing major health problems such as following:

1. Eye sight weakness.
2. Back pain.
3. Knee pain.
4. Joint pain.

The below table-9 shows the Major Health Problems of Respondents in the four selected mandals.

TABLE 9: MAJOR HEALTH PROBLEMS

S. No	Health Problem	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Eye sight weakness	17 (8.50)	15 (7.50)	16 (8.00)	18 (9.00)	66 (33.00)
2	Back Pain	22 (11.00)	22 (11.00)	26 (13.00)	24 (12.00)	94 (47.00)
3	Knee Pain	5 (2.50)	4 (2.00)	3 (1.50)	4 (2.00)	16 (8.00)
4	Joint Pain	6 (3.00)	9 (4.50)	5 (2.50)	4 (2.00)	24 (12.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: Field Survey.

The above table-9 reveals about Major health problems of Respondents. In Karimnagar Mandal has been selected 50 Respondents. The highest number 22 (11.00%) Respondents are facing Back pain, 17 (8.50%) Respondents are facing Eye sight weakness, 6 (3.00%) Respondents are facing Joint pain, lowest number 5 (2.50%) Respondents are facing Knee pain.

In Siricilla Mandal has been selected 50 Respondents. The highest number 22 (11.00%) Respondents are facing Back pain, 15 (7.50%) Respondents are facing Eye sight weakness, 9 (4.50%) Respondents are facing Joint pain, lowest number 4 (2.00%) Respondents are facing Knee pain.

In Thangallapally Mandal has been selected 50 Respondents. The highest number 26 (13.00%) Respondents are facing Back pain, 16 (8.00%) Respondents are facing Eye sight weakness, 5 (2.50%) Respondents are facing Joint pain, lowest number 3 (1.50%) Respondents are facing Knee pain.

In Garshakurthi Mandal has been selected 50 Respondents. The highest number 24 (12.00%) Respondents are facing Back pain, 18 (9.00%) Respondents are facing Eye sight weakness, 4 (2.00%) Respondents are facing Joint pain, lowest number 4 (2.00%) Respondents are facing Knee pain.

The overall observation reveals that the majority of Respondents are facing Back pain.



**FINDINGS OF THE STUDY**

1. 82% of the respondents are facing financial problems.
2. 72% of the respondents are facing credit needs.
3. 94% of the respondents are facing marketing problems.
4. 48% of the respondents are facing marketing for products.
5. 97% of the respondents are facing production problems.
6. 37% of the respondents are facing raw material problems.
7. 89% of the respondents are facing social and personal problems.
8. 38% of the respondents are facing wages, employment problems.
9. 72% of the respondents are facing health problems.
10. 47% of the respondents are facing back pain problems.

**SUGGESTIONS**

1. The Government of India and State Governments provide assistance to handloom weavers, handloom weavers' co-operative societies for strengthening the share capital, improving the management of societies and modernization of looms.
2. The Government of India and State Governments are provide interest less loans in handloom weavers.
3. To enhance marketing facilities.
4. To increase the conducting handloom melas or exhibitions.
5. To provide new handloom looms for subsidy.
6. The Government of India and State Governments has to be provide raw material directly to the weavers.
7. To strengthen the handloom reservation act.
8. To protect do not copy of the designs made by handloom from powerlooms.
9. To establish counseling centers for empowering the weavers to eradicate suicide attitude.
10. Government should provide free health insurance, health checkups, education for children, training & capacity building, interest free loans etc.

**REFERENCES**

1. Dr. K. Srinivas Rao, socio- economic analysis of handloom industry in AP – a study on selected districts, journal of exclusive management science – September 2012, Vol. 1, issue. 8, P. 28.
2. Laxman Subbaiah: Status and Position of handloom industry, P.64.
3. Edward Business: history of the cotton manufacture in Great Britain: with an early history in the east and all the quarters of the globe, H. Fisher and P. Jack London 1835, P.9.
4. Encyclopedia Britannica (1996), encyclopedia Britannica in a Chicago, Vol -22, P.10.
5. Venkateshwara Rao. The economic impact of handloom co-operatives on weavers” Director of handloom weaving industry in India, shuttle – craft publications Hyderabad, 1993.
6. Seemanthini Niranjana and samya vinayan for Dastakar Andhra 2001, report on growth and prospects of the handloom industry planning commission, 2001, P. 15.
7. D. Narasimha Reddy, what needs attention? Coordinator, center of handloom information policy advocacy, Chiarala, 4<sup>th</sup> February, 2000.
8. Seemanthini Niranjana and samya vinayan for Dastakar Andhra 2001, report on growth and prospects of the handloom industry planning commission, 2001, P. 132

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

