Motivating Factors And Problems Of Handloom Industry: A Study In Dhemaji District Of Assam

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Abstract: Since the time immemorial handloom industry has been playing a significant role in social linkage and urban technology in Indian economy. Handloom industry in an ancient household cottage industry is providing largest employment opportunity next to the agriculture. This industry is also playing an important role in Assam economy by providing source of livelihood and employment opportunity to the indigenous people. The present study is based on handloom industry of Dhemaji district considering one household as one unit of production and tried to find out signification motivating factors of handloom industry of the district and existing crucial problems of handloom industry in the district. To find out the significant motivating factors, the Garret ranking method is used and for the problems of handloom industry Licart scale technique is used. For the sake of explanation other statistical technique such as mean, percentage, tabulation, bar diagram etc. are used.

Keywords: Handloom Industry, Motivating Factors, Problems, Assam, Dhemaji.

1 INTRODUCTION

In India small scale industry present a wide spectrum consists of Tiny and Cottage industry, Khadi and Village Industry and Modern Sunrise Industry. Those sector receive a predominant role because of labour surplus economy though its potential of creating higher employment opportunity and its concentration on both urban and rural areas. The definition of small scale industry includes different traditional industry such as Khadi and Village industries, Handicraft and Coir, Handloom and Sericulture which is generally based on minimum technology, located mostly semi urban and rural area, and production is continued with the help of small tools but with the rich inherited and traditional skills. The other portion of this sector is comprise of modern Small Scale Industry (SSI) sector and power looms which in general use mostly a little more sophisticated power operated looms. These segments are mostly concentrated in and around the urban area. Among the all segments of Small Scale Industry, the study only focus on the Handloom Sector which has been playing a significant role in the upliftment of country's rural economy. This sector is an integral part of textile industry and has been playing a significant role in terms of providing livelihood, employment opportunity, export earning and fulfilling the household's requirement of clothes. Handloom sector provides second largest employment opportunity in the country after agriculture. It contributes 12.61 percent to the country's total textile production (Annual Report, 2016-17, Ministry of Textile, GOI) and has been providing 35.22 lakh employment opportunities in the country according to Fourth Handloom Census Report 2019-20. Moreover, India is the second largest exporter of Handloom product in the world with Rs. 2392.21 crores exports value in 2017-18 and USA was playing the leading role in export of handloom product (26.3%). But this industry is not equally distributed all over the country though it has been playing a significant role in socio-economic life. Some major states concentrating handloom industry are namely Tamil Nadu, Andhra Pradesh, West Bengal and Northeastern States and its employ 84.5 percent total handloom industry worker (Handloom Census of India, 2019-20). In North East region of India, weaving is an integral part of cultural heritage and weaving community consists of different caste groups which reflect the caste and community identity of the region. In terms of employment in handloom industry North East region is playing the dominant role in the country. Out of 35.22 lakh total work force of the industry 52.52 (18.55 lakh) percent belongs to the region (Fourth Handloom Census, 2019-20). Moreover unlike the other part of the country, in NER, handloom industry is dominated by women weavers which are the 98 percent of total handloom weaver in the region. The region produce 100 percent of Muga Silk, 90 percent of Eri, 60 percent of total Oak production and 1 percent of Mulberry Silk production in the country and these are the 15 percent of country's total silk production. In this case Assam is the fourth largest silk producing state in the country according to Central Silk Board of India, 2015, (Goswami, K, 2017).

2.0 LITERATURE REVIEW:

In respect to the development scheme of handloom industry, Paramasivam and Thirunarayanswamy (2010) in their article Handloom Development on Outline noticed that tough competition is being faced by this sector from the mill and power loom sectors and also has to depend on co-operative machinery for goods delivery. The another observation of the study was that low productivity of this sector is because of conventional product range, inadequate working capital, obsolete technology and due to decline the performance the sale of this sector is stagnant. In regards to the government intervention on handloom sector Nimbalkar (2012) in his study highlighted that this sector has been playing a vital role in providing direct and indirect employment of 6.5 million people. This sector defends competition due to the intervention of government though different welfare schemes, financial facilitation for countries sustainability. While discussing the various development schemes is implemented by the government, semi-government and implemented agencies of Jammu and Kashmir for the socio-economic development of various sector handloom and handicraft, agriculture, found that KCC (Kisan Credit Card) scheme to take gradual increase in first insurance but the acquirement level decrease. As per as handloom sector concerned, Schemes of these sector has shown an up down phenomenon. Implemented schemes of handicraft sector did not showing much improvement at the initial level, but further it was showing much achievement. Regarding the different problems of handloom industry faced by weavers of Assam, Baruah and Kour (2015) in their study entitle, “A Study on the Analysis of Economic of Weaver’s co-operative Society in Assam” analyses the business operation of selected weaving unit in Assam. They found that this sector is attracted by numerous problems such as obsolete.
technology, low productivity, unorganized production system, low capital, weak marketing link conventional product range, overall stagnation of sales and above all completion from power loom and mill sector. Rao and Srudhar (2017) study on “Problems of handloom weavers in Andhra Pradesh: A study of Krishna district.” They found that the study area has been suffering on different problems such as financial problems, production problems and problems of machinery which reduces productivity, marketing and health problems etc. among all the problems of study area financial problems is a major problems for the weavers because 77.5 percent respondent agree with it.

3.0 OBJECTIVES:
1. To find out the factors that motivated handloom households to undertake the production of handloom industry.
2. To identify the major problems have been facing in the study area.

4.0 METHODOLOGY:
The present study mainly based on primary data. Moreover as per the requirement of the study secondary data are also used. The primary data are collected collected by field survey method from the Dhemaji district of Assam. From the total six sub-districts of Dhemaji, two sub-districts Machikhowa and Sisiborgao are selected purposively. Again from the total households of two sub-districts, 10 percent households are selected. The total number of sample households is 148. To fulfill the objectives, the present study used different statistical tool such mean, percentage, pie chart, bar diagram, tabulation methods etc. are used. For find out the motivating factors Garret ranking technique and for identify the problems Licart scale technique are used.

5.0 ANALYSIS AND INTERPRETATION:
Dhemaji is a backward district of Assam having very low per capita income (Rs. 17568). For the people, agriculture is the main source of livelihood in the district. In Dhemaji district industrial development is at grass root level and annual flood major problems for the people of the district. In this juncture handloom industry plays a vital role in fulfilling household requirement of cloths and as a source of livelihood. In the district, handloom is a primary source of livelihood for some households. In the district, there are 1000 full time weavers and 88,738 part time weavers and total six handloom demonstration circle covering 669 villages ((Statistical Handbook of Assam 2016-17). Moreover in the district, here are two handloom training centers of the handloom and Textile department of Assam where the total train weaver was 25 in 2016-17 and 4 weaver’s extension service unit producing 1600 meters of cloth in a day.

6.0 MOTIVATING FACTORS:
Motivation comes in different shape and size. To start a particular business, different entrepreneurs are attracted by different factors. Therefore the unique priority and goal are the backbone of different approach to work. To start an industry searching motivating factor based on factors which is selected by entrepreneur is necessary to find out. In the present study, by using Garret ranking technique emphasis is given to find out the motivating factor of handloom industry in the study area. To find out the factors which motivate sample household to undertake handloom production respondents are asked to assign the rank and these outcome of ranking have been converted into score value by using following formula:

\[ \text{Percent position} = 100 \times \left( \frac{R_{ij} - 0.5}{N_j} \right) \]

where,

- \( R_{ij} \) = Rank given for ith variable by jth respondents.
- \( N_j \) = Number of variable rank by jth respondents.

The obtain percent position by using above formula was transform into score through Henry Garret ranking table. Then the score of individual respondent were added together and it was divided by total respondent's number to whom the score had been added. In order to rank all the factors were arranged together and conclusion had been drawn. Finally, in order to rank factors mean score were arranged together and conclusion were drawn.

6.1 Motivating factors of Handloom Industry:
In case of handloom industry, to undertake handloom industry, there different factors motivate the handloom owner to undertake handloom industry. Some of them are motivated by strong desire to support their family and other are motivated by make them self dependent. Each and every handloom owner of the study are has their own reason to start the business. Someone start the business because of unemployment and others are doing their work traditionally.

<table>
<thead>
<tr>
<th>Table 1: Ranking of motivators to undertake handloom production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factors</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Self employment</td>
</tr>
<tr>
<td>Traditional Business</td>
</tr>
<tr>
<td>Family Support</td>
</tr>
<tr>
<td>Self interest</td>
</tr>
<tr>
<td>Additional income</td>
</tr>
<tr>
<td>Unemployment</td>
</tr>
<tr>
<td>Total/Average</td>
</tr>
</tbody>
</table>

Source: Author’s calculation from the data of field survey

By using the Garret ranking had been tried to find out the significant motivating factors which motivate handloom owner to undertake handloom production. In above table-1, most important motivating factors that motivate handloom owner are family support followed by self interest and unemployment. In the above table the mean score of these three factors are greater than average score. The average score is 50. The factors of which mean score is greater than average score consider as significant factors. The mean score of family support is 59.48, and mean score of self interest and family support are accordingly 57.54 and 53.25 which are greater than average score consider as the significant motivating factors motivate the handloom household to undertake handloom production.

6.2 Location specific motivating factor:
The location specific advantage denotes the various opportunities presence in particular area which attract the entrepreneur to start a particular business in a specific area. Therefore, entrepreneur select a particular location for invest where the probability of earning maximum profit by doing their business in that particular location. Location specific advantage that any individual, country or market has and can use to increase their performance. To increase the performance of a company appropriate labour and new resource can be relocated their operation towards the perfect location having maximum advantage.

**Table-2: The Location Specific Advantage of Undertaking Handloom Production**

<table>
<thead>
<tr>
<th>Factors</th>
<th>Garret Score</th>
<th>Mean Score</th>
<th>Garret ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of raw material</td>
<td>2982</td>
<td>20.15</td>
<td>6th</td>
</tr>
<tr>
<td>Transport facility</td>
<td>7825</td>
<td>52.87</td>
<td>3rd</td>
</tr>
<tr>
<td>Favorable Climate</td>
<td>8345</td>
<td>56.39</td>
<td>2nd</td>
</tr>
<tr>
<td>Nearest to the market</td>
<td>8897</td>
<td>60.11</td>
<td>1st</td>
</tr>
<tr>
<td>Adequate infrastructure</td>
<td>5341</td>
<td>36.09</td>
<td>4th</td>
</tr>
<tr>
<td>availability of weaver</td>
<td>5050</td>
<td>34.12</td>
<td>5th</td>
</tr>
<tr>
<td>Total/Average</td>
<td>38440</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

Source: Author’s calculation from the data of field survey

The table-2 shows the location specific advantage factors motivate the handloom owner to undertake handloom production. The significant factors that motivate the owner to undertake handloom production in particular area are accordingly Nearest to the market, Favorable climate and Transport facility. The mean score of the factors are 60.11, 56.39 and 52.87 which are greater than average score. Therefore, these are considered significant motivating factors. The factors of which mean score are less than average score are adequate infrastructure, availability of weavers and availability of raw materials which are considered as insignificant for selection of particular location.

7.0 MAJOR PROBLEMS OF THE STUDY AREA:
The handloom industry still has been facing the various problems, though it is providing second largest employment opportunity along with livelihood to the people. By using Licart scale method, present study tried to find out the vital problems of handloom industry in the sample district. It is a bipolar method to compute the negative or positive aspect of particular statement. Numerical values are assigned for each potential choice and at the end of the evaluation or survey mean figure of the all responses are computed. The present study is five point Licart scales the values are assigned as follows:

- Strongly agree: 5
- Agree: 4
- Neither agree nor disagree: 3
- Disagree: 2
- Strongly disagree: 1

At the end the final average score indicates the overall level of accomplishment or attitude towards the subject matter. The following table-3, shows the result of Licart scale methods of different problems are facing in the sample district.

**Table 3: The problems are being faced by handloom industry in Dhemaji District**

<table>
<thead>
<tr>
<th>Title</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither nor Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw Materials problems</td>
<td>8.78</td>
<td>24.32</td>
<td>0</td>
<td>31.08</td>
<td>35.81</td>
</tr>
<tr>
<td>Competition from Power loom</td>
<td>45.27</td>
<td>30.41</td>
<td>16.89</td>
<td>4.054</td>
<td>3.38</td>
</tr>
<tr>
<td>High yarn price</td>
<td>2.70</td>
<td>8.11</td>
<td>3.38</td>
<td>22.97</td>
<td>62.84</td>
</tr>
<tr>
<td>Lack of Credit Facility</td>
<td>16.89</td>
<td>20.27</td>
<td>5.41</td>
<td>15.54</td>
<td>41.89</td>
</tr>
<tr>
<td>Market problems</td>
<td>6.76</td>
<td>10.14</td>
<td>0</td>
<td>43.99</td>
<td>39.19</td>
</tr>
<tr>
<td>Lack of awareness of various development scheme</td>
<td>6.081</td>
<td>2.70</td>
<td>2.027</td>
<td>12.84</td>
<td>76.35</td>
</tr>
<tr>
<td>Infrastructure gape</td>
<td>16.27</td>
<td>23.65</td>
<td>4.73</td>
<td>24.32</td>
<td>31.08</td>
</tr>
<tr>
<td>Education &amp; Training</td>
<td>6.76</td>
<td>6.76</td>
<td>2.03</td>
<td>14.19</td>
<td>70.27</td>
</tr>
</tbody>
</table>

Source: Author’s calculation from the data of field survey

**Raw material problems:**
Raw material problems of handloom industry are very significant problems of sample district. It is found that production of cloth and regular employment of the industry frequently affected by shortage of raw material such as chemical, dyes, supply of yarn etc. Due to the scarcity of raw material producer has to pay more than market price to buy raw material. In the present study it is found that 35.81 percent respondent strongly agree with the problems and 38.08 percent respondent agree with this problems which is shown by the above table—3. The response of the respondent can be shown diagrammatically as follows:

**Figure 1: Percentage of responds regarding the Raw Material problems**

**High Yarn price:**
In the sample district high yarn price is also a significant problem is found in the study area. It is found that in the study
area cotton, silk, and wool are the major input of production of handloom industry. But they report that price of silk and cotton yarn is increasing day by day in the study area. Therefore some time is was difficult to by the silk yarn for the handloom owner. The above table-3 depicts that majority of respondent strongly agree with this problems i.e., 62.84 percent and 22.97 percent are agree with the problem.

Lack of Credit Facility:
Lack of credit Facility is another serious problem of the study area. Among the total respondents 41.49 percent of respondent strongly agree with the problems and 15.54 percent respondent is agree with it. It is very difficult to for the poor weaver of sample district to get loan from commercial bank and they have to borrow from local money lender at higher rate of interest of the responds regarding the problems can be shown by the following bar diagram:

Marketing Problems:
In the sample district marketing of handloom product is another problem. There is no any organise market of handloom product where they can sale it. Weaver has to sale their product either to the master weaver or to the trader at lower price. Moreover, majority of weaver generally produce fabrics relating to their tradition of particular tribe or caste. Therefore the demand of that product is limited in the market. The above table-3 shows that 38.19 percentage respondents are strongly agree with it and 43.33 percent respondent agree with this problems.

Lack of awareness of various development schemes:
There are various schemes of handloom industry for the welfare of weaver section. But still majority of respondent are found in sample district are unaware about it. They are doing business without any help of others and majority of them do not get any benefit from different ongoing schemes of handloom industry. In the table-3, 76.39 percent of respondent strongly agree with this problem.

Infrastructure gap:
In the study area infrastructure of handloom industry is not satisfactory of handloom weaver. Facility such as electricity, clean drinking water and sanitation etc. are not sufficient one, which does not ensure efficient chain management from the stage of availability of handloom raw material up to sale finished product. In the study area 38.01 percent respondent strongly agree and 24.32 percent respondent agree with it.

Education and Training:
Education and training regarding the handloom industry ia major problems of study area. It is required o improve the product quality and for better demand of product in the market. But this is a major problem in the study area. Majority of them still not getting any education and training facility regarding the handloom industry which is depicted by the percentage of respondent’s data regarding strongly agree with and agree with the problems shown in table-3.

Competition from power loom:
Competition from power loom is a major problem for handloom industry shown by different literature. But the respondents of study area reveal that it is not a signifcant problem for them. They argue that handloom product has a unique reputation in the market because of which no power loom product can reduce their demand. The responds of respondents regarding this problem can be shown in the following diagram:

8.0 CONCLUSION:
In Dhemaji district handloom industry is a major source of livelihood and also fulfilling the household’s requirement of cloths. In the district people hugely depend on agriculture for survival and other source of income is limited. Therefore after agriculture people has to depend on handloom sector to earn income for fulfilling their needs. In this juncture an attempt were made to know the factors which factor motivate them to undertake handloom as a source of income and livelihood, it is found that family support, self interest and unemployment ids the more significant motivating factor for them of undertaking
handloom production. In case of location specific advantage nearest to the market, favourable climate and transport facility are found the significant motivating factors for them. On the other hand, this industry is not free from problems in anywhere of the country. In the study area, except competition from power loom all the other problems are severe for the respondent. In spite of different problems handloom sector is playing very significant role in the economy of the district and state as a whole. Therefore more concentration of the government sector is called for the stronger performance.

REFERENCE:


