



# MARKETING PRACTICES OF HANDLOOM WEAVERS IN SPSR NELLORE DISTRICT

**S. KIRAN KUMAR**

Lecturers in Commerce  
SV Arts & Science College  
Gudur, SPSR Nellore (Dt) AP.

**Dr.Y.SRINIVASULU**

Lecturers in Commerce  
S.K.R Govt. College, Gudur  
SPSR Nellore (Dt) AP.

**Dr.K .RAJAIAH**

Academic Consultant  
Department of Commerce  
VSUPG Center, Kavali  
SPSR Nellore (Dt) AP.

## Abstract

*The handloom sector in India is the largest sector next to agriculture. The handloom sector in India today presents many sided and complex problems which are more complicated in view of its Socio-Economic Importance. It is the biggest cottage industry in India and there are about 48 lakhs of looms and a population of 40 millions depends on this industry. Prior to the invention of power loom, it was the handloom which was supplying entire cloth needs of the population on earth, with the development of science and technology and new methods of production. Handloom weaving gave to power weaving as surviving only in a few countries, of which India is the most important and predominant one. The main reason for the existing of handloom in India is the socio-economic condition of our country and the Industry's high employment potential.*

**Key words:** Handloom weavers, Marketing Practices, Economic problems, Production and Marketing problems, SPSR Nellore District, Andhra Pradesh.

## INTRODUCTION

Indian handlooms are known for their richness, exquisiteness, variety and fine quality. They are an integral part of Indian culture and no festival or occasion is complete without them. The passage of time has brought about a change in the weaves, patterns and a design boasting of glamor, magnificence and exquisiteness but the importance of handlooms still remains the same.

As an economic activity, handlooms comprise the largest cottage industry in the country. Millions of looms across the country are engaged in weaving cotton, silk and other natural fibers to bring out traditional beauty of India's precious heritage and also providing livelihood to millions of families. There is hardly a village where weavers do not exist weaving out the traditional beauty of the region. The skills and activities are kept alive by passing the skills from generation to generation. What set our handloom apart are the excellent workmanship, color combination and fine quality.

Indian weavers blend myths, faiths, symbols and imagination to bring an appealing dynamism to the fabric. It is the distinct form of art, weave and color usage of the artisan that give every region its distinctive identity and uniqueness. The hand loom textiles constitute a timeless facet of the rich cultural heritage of India. As an economic activity the handloom sector occupies a place next only to agriculture in providing living hood to the people. The element of art and craft present in Indian handlooms makes it a potential sector for the upper segments of the market both domestic as well as global.

However the sector is beset with manifold problems such as obsolete technologies, unorganized production system, low productivity, and inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and above all, the competition from the mill sector. As a result of effective environment of various developmental and welfare schemes, the handloom sector has been able to tide over some of the said disadvantages. As a result of these measures, the production of handloom fabrics has gone up to 7585 million sq. meters during 2001-2002 from a level of 500 million sq. meters in the early fifties.

### Location & geographical area of SPSR Nellore District

Nellore (now renamed as Sri Potti Sriramulu Nellore District) is the southernmost district of Andhra Pradesh. The district is under sub- agro climatic zone with an average rain fall of 700-1000mm. It is endorsed with rich soil suitable for agriculture. The soil comprises black soil 23%, red soil 43%, and 34% clay loamy. There are no perennial rivers. The important rivers are Pennar, Kandaluru, Swarnamukhi. The district is located between 13.30- 15.6 northern latitude and 70.5-80.16 eastern longitude. The geographical area is 1307600 hectares.

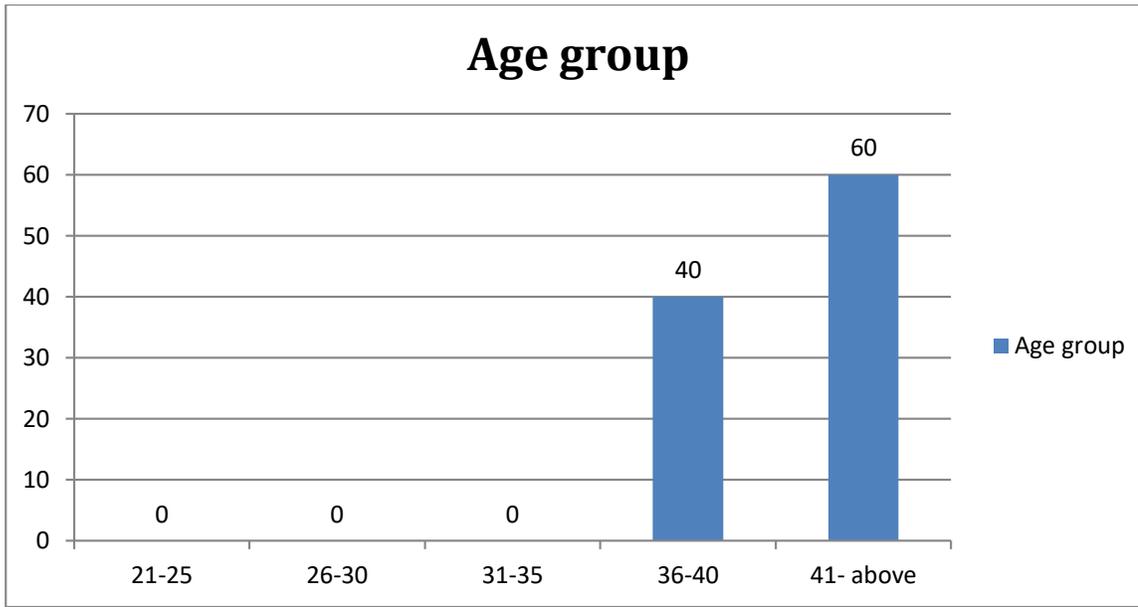
The district is bounded on the north and south by Prakasam and Chittoor districts respectively on the eastern side by Bay of Bengal and on the west by Veligonda hills bordering Kadapa district.

## Sampling

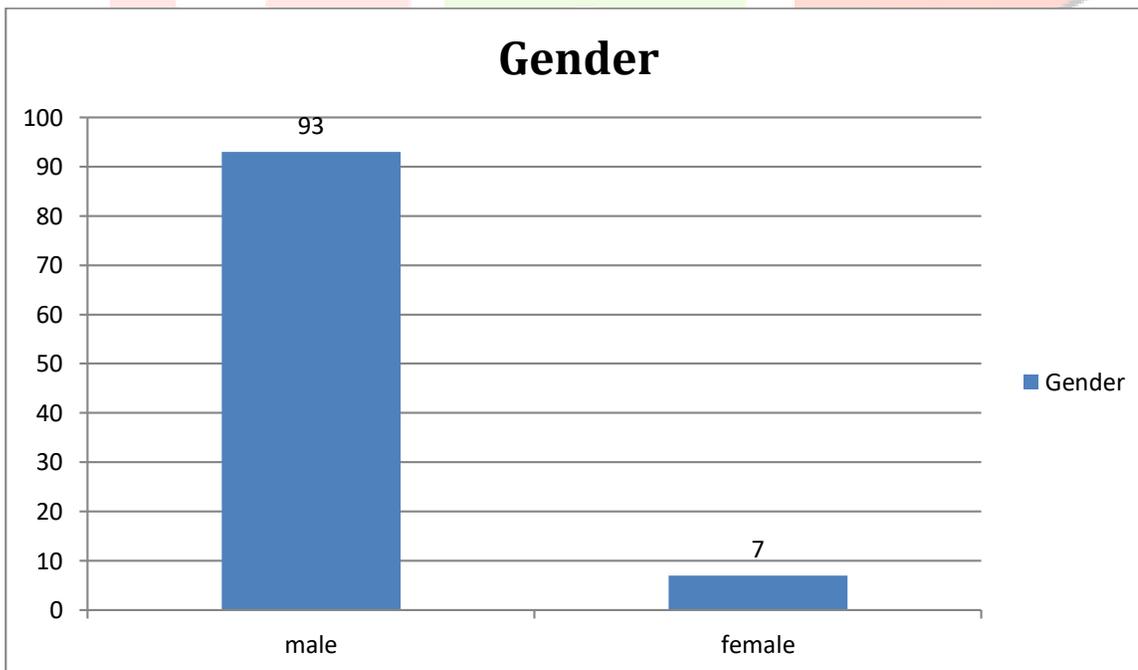
The primary data collected from 4 villages i.e. Venkatagiri urban, Bangarupallem, Buchireddypallem and Chennuru in SPSR Nellore district through questionnaire. We are collected data through questionnaire of 100 samples with random sampling.

## MARKETING PRACTICES OF HANDLOOM WEAVERS IN SPSR NELLORE (DT)

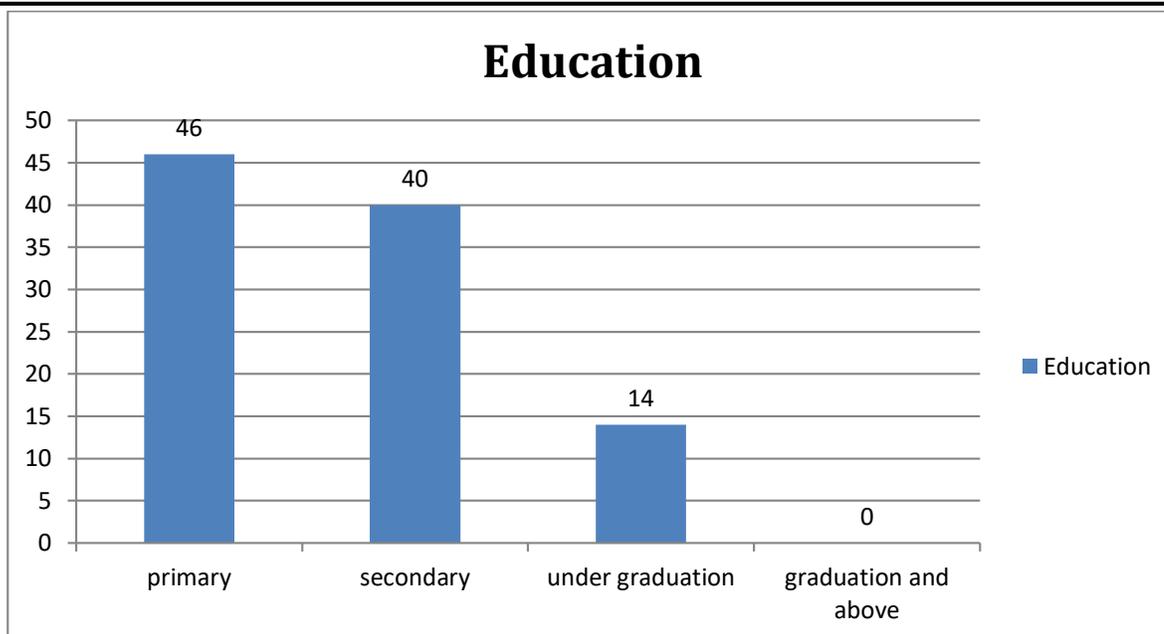
1. Out of 100 respondents' 40 i.e 40% respondents are age group between 36-40 and 60 i.e 60% respondents are age group of 41 above. No respondents existed between 21 to 35 age group.



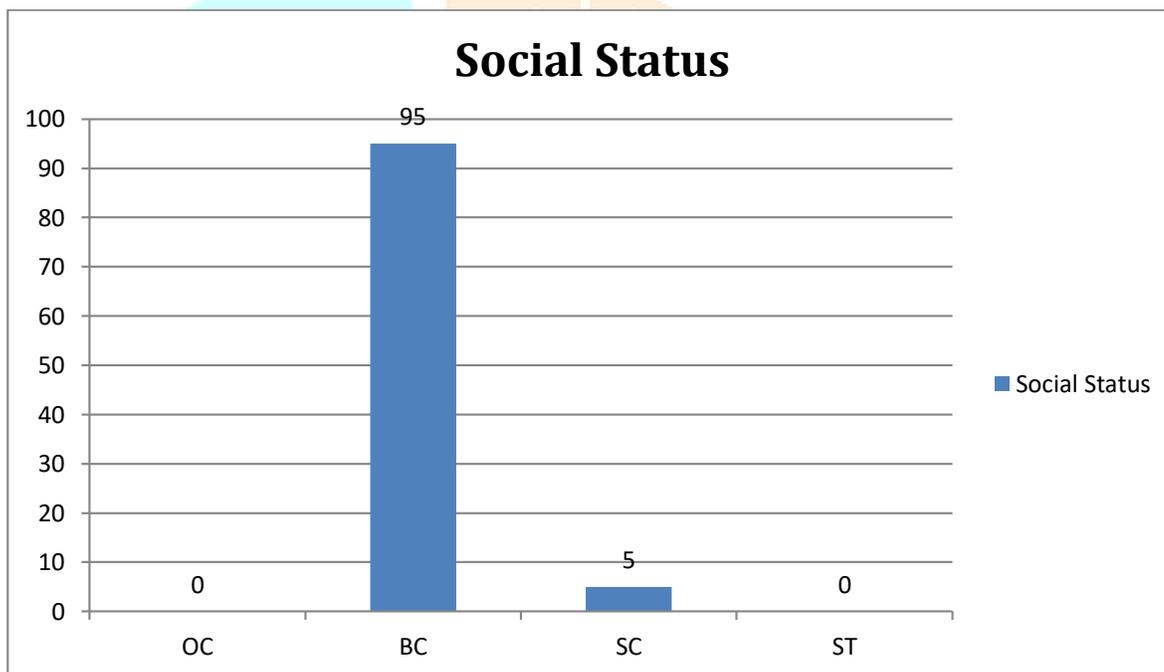
2. Out of 100 respondents 93 i.e. 93% are male and 7 i.e. 7% are female respondents.



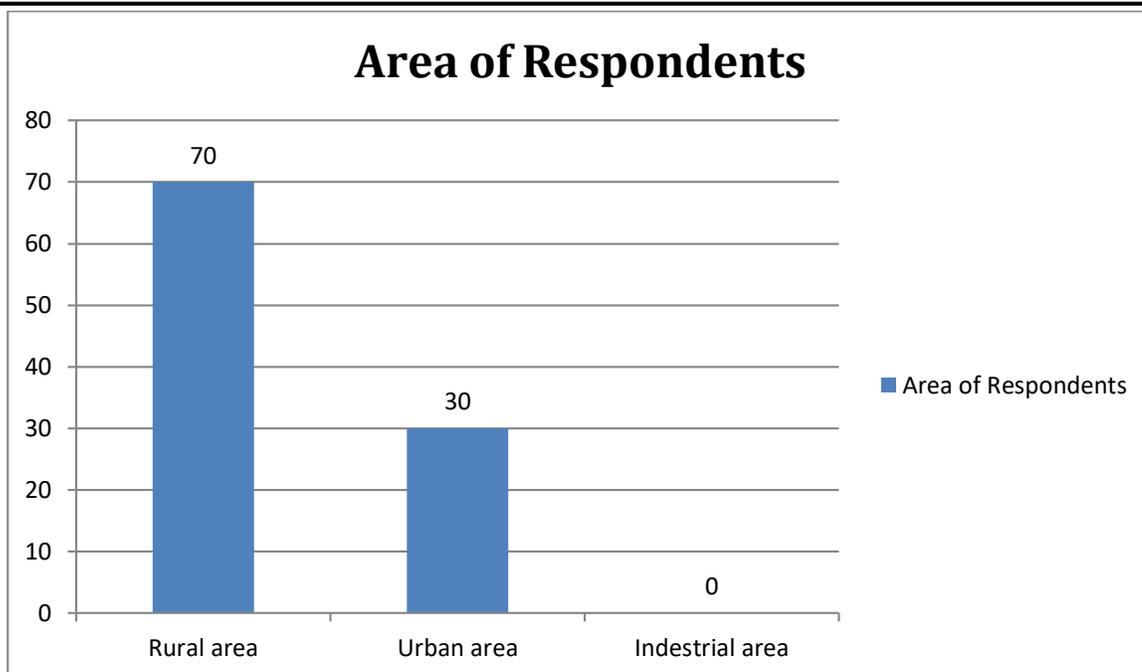
3. Out of 100 respondents 46 i.e. 46% respondents is having primary education as qualification. 40 i.e. 40% respondents is having secondary education as qualification. There are 14% respondents is having under graduation as qualification. No one is having qualification as above graduation.



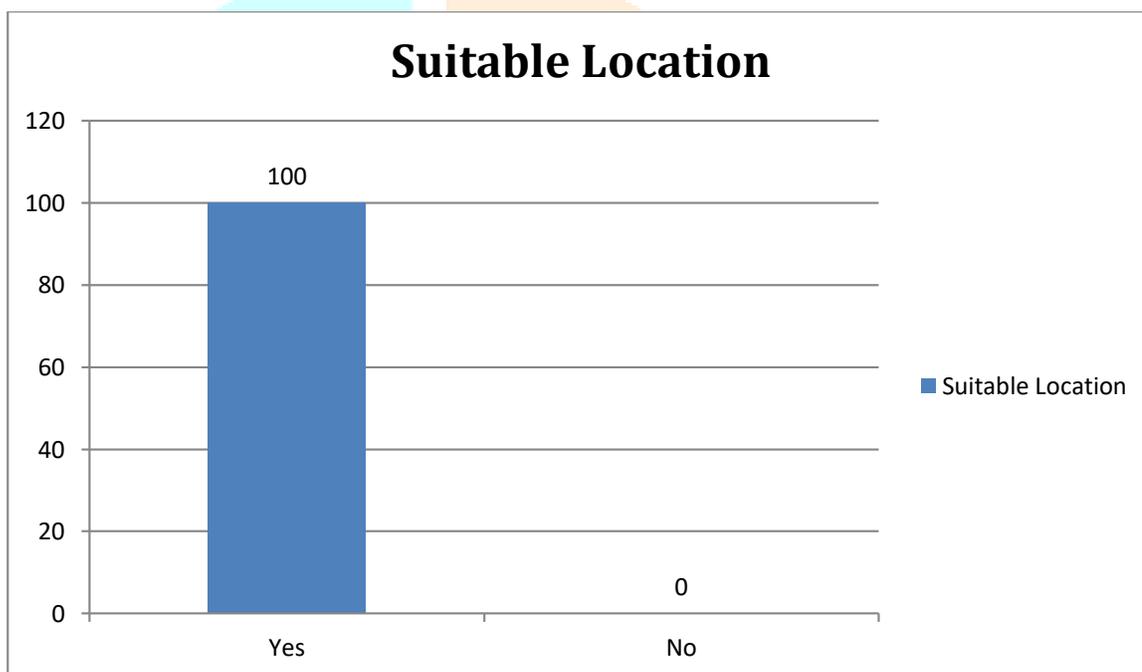
4. Out of 100 respondents 95 i.e. 95% are backward class as social status and 5 i.e. 5% are schedule caste as social status. There are no open category and schedule tribe respondents.



5. Out of 100 respondents 70 i.e. 70% of respondents related to rural area and 30 i.e. 30% of respondents related to urban area and no other is related to industrial area.

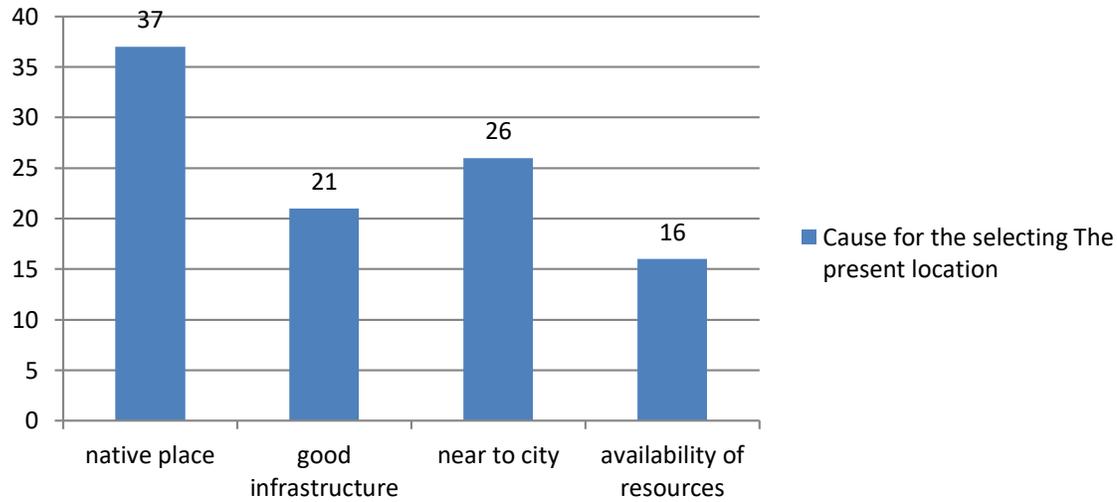


6. Out of 100 respondents 100% are supported that their existing location is suitable for the weaving.



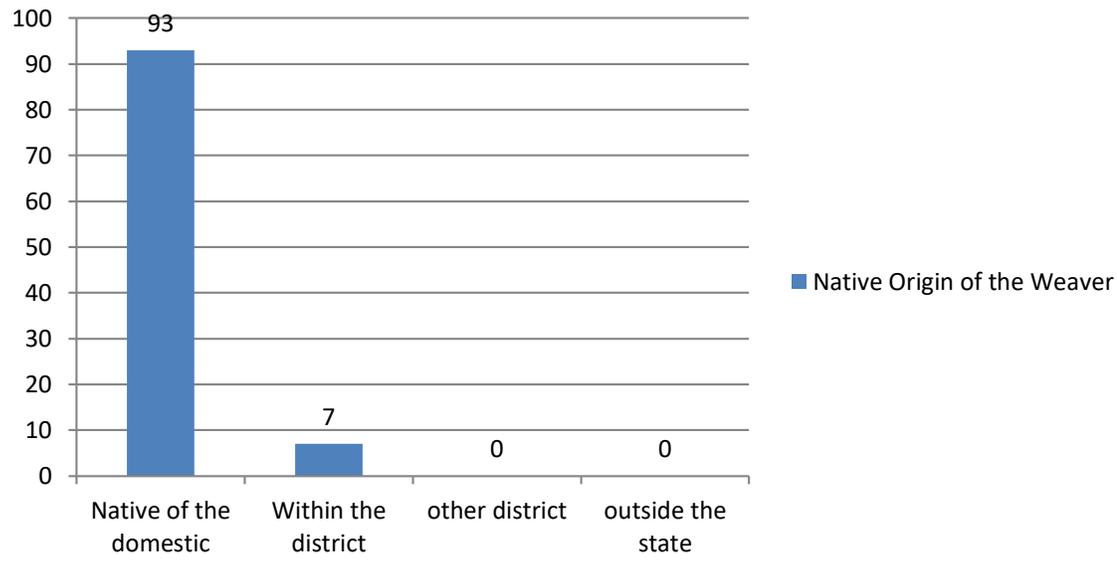
7. Out of 100 respondents 37 i.e. 37% supported the native place, 21 i.e. 21% give supported to the good infrastructure, 25 i.e. 25% give supported to near to the city, 16 i.e. 16% give supported to availability of resources for selecting the present location.

## Cause for the selecting The present location

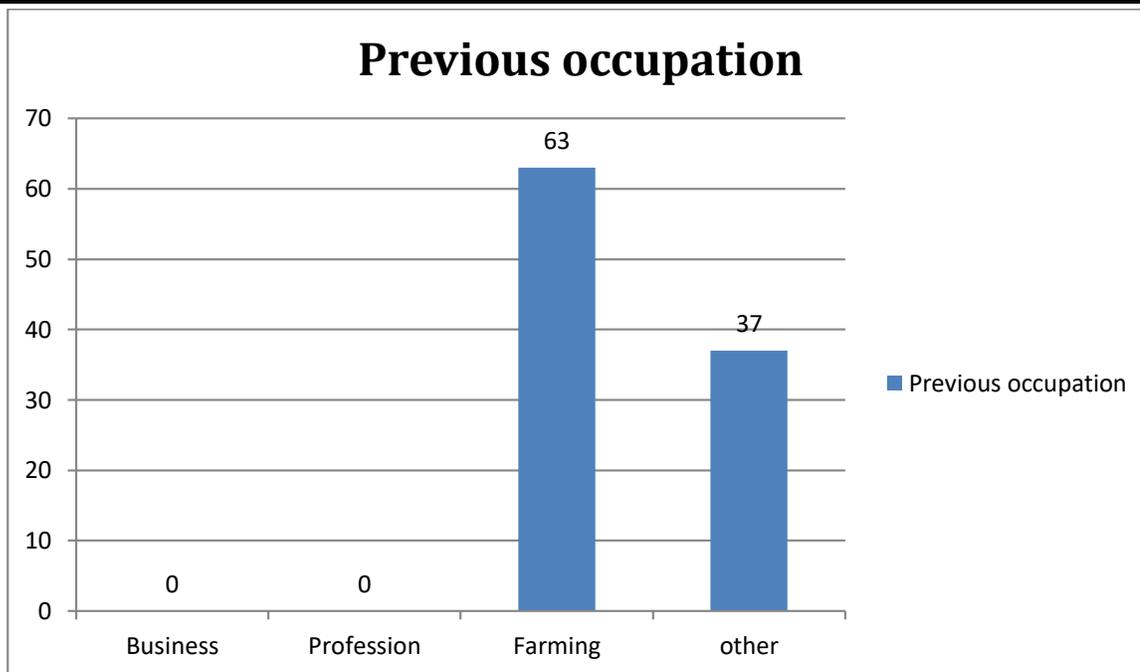


8. Out of 100 respondents 93 i.e. 93% are related to native of the domestic. 07 i.e. 7% are related to within the district, there are no respondents origin of the other district or outside of the state.

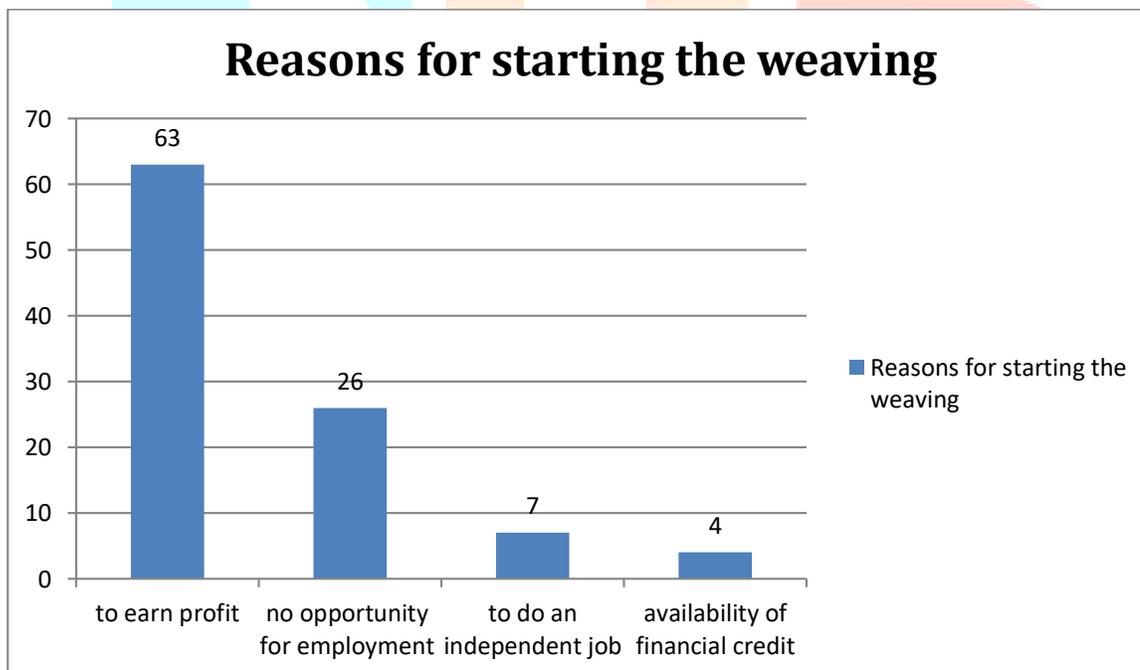
## Native Origin of the Weaver



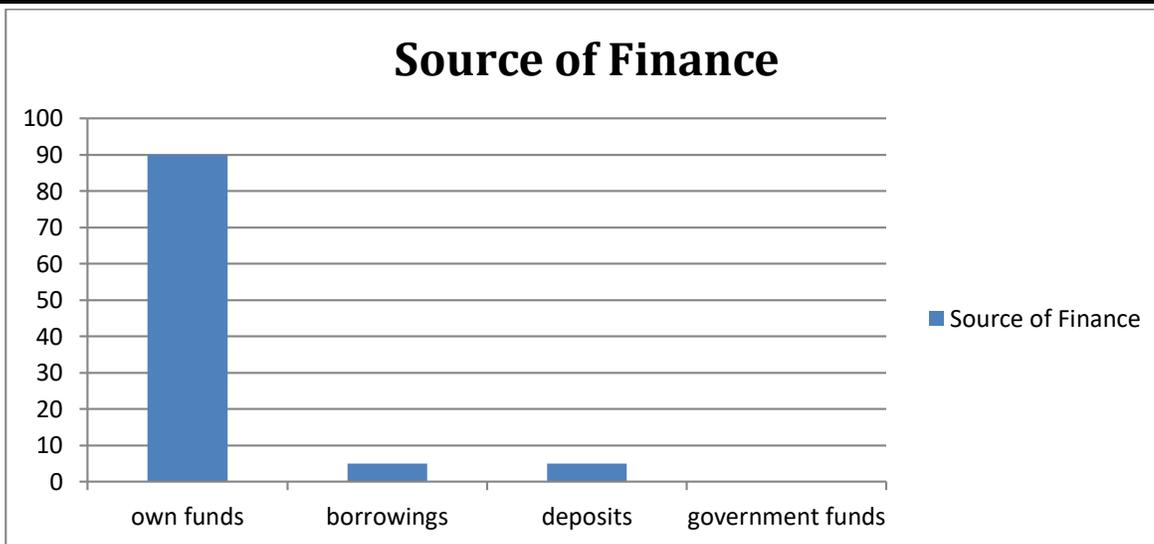
9. Out of 100 respondents 63 i.e. 63% doing farming before weaving as occupation. 37 i.e. 37%, doing other works before weaving as a occupation. No other doing business or profession.



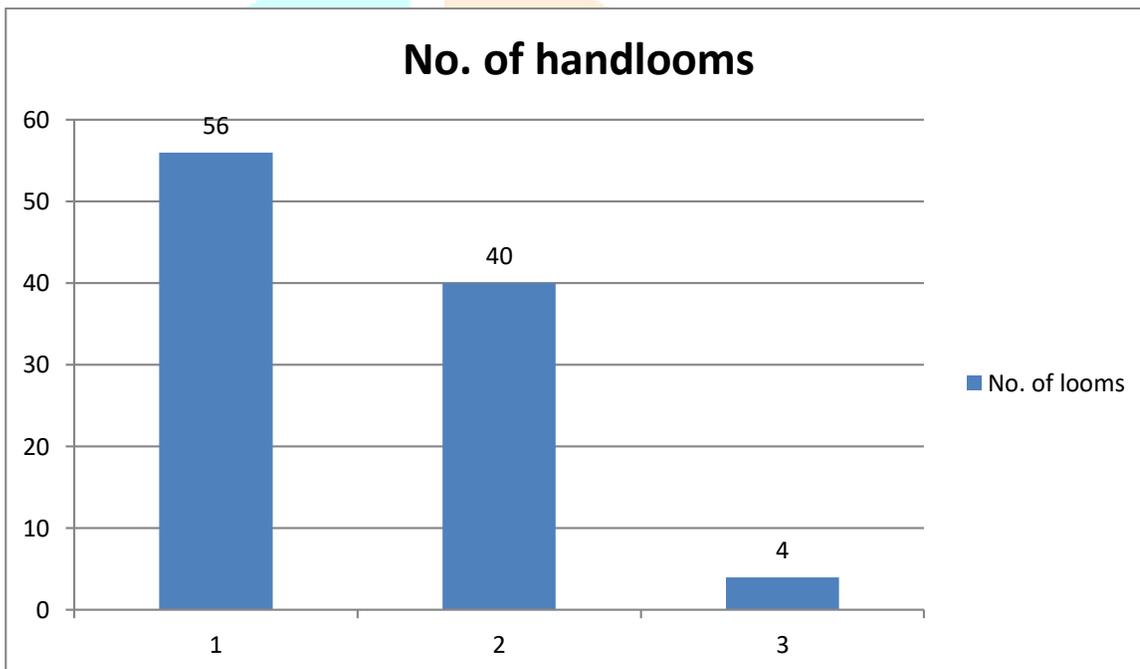
10. Out of 100 respondents 63 i.e. 63% are doing weaving to earn profit 26 i.e. 26% respondents are doing weaving for employment, 07 i.e. 7% respondents are doing weaving to do an independent job and 4 i.e. 4% are doing weaving for availability of financial credit.



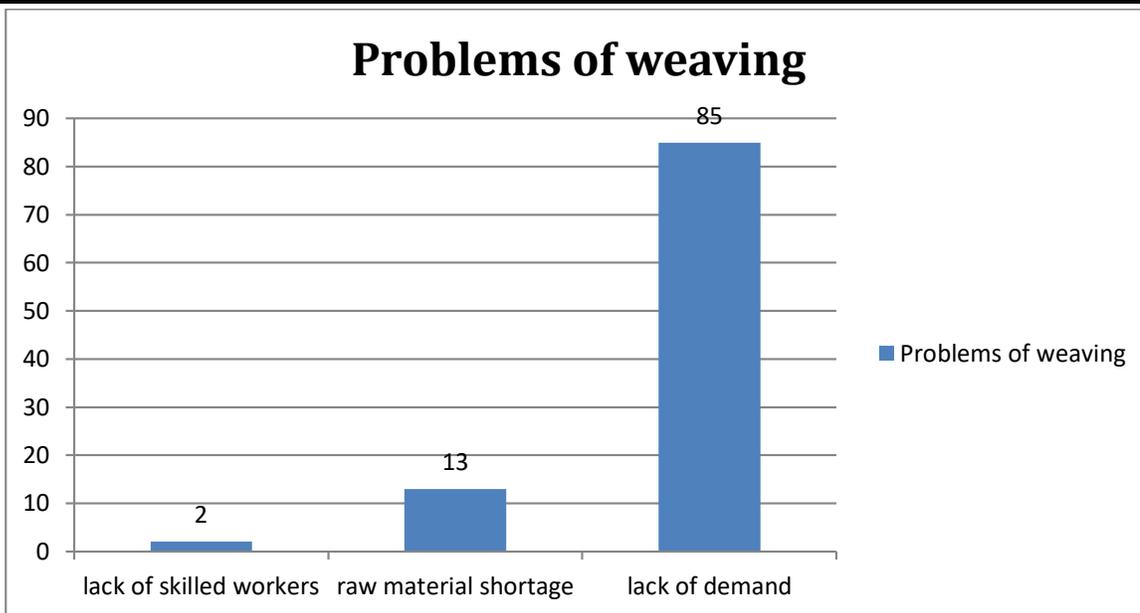
11. Out of 100 respondents 90 i.e. 90% respondents are run the weaving with own funds, 5 i.e. 5% respondents are run the weaving with borrowings and 5 i.e.5% respondents are run the weaving with deposits and none of the weavers depend upon government loans.



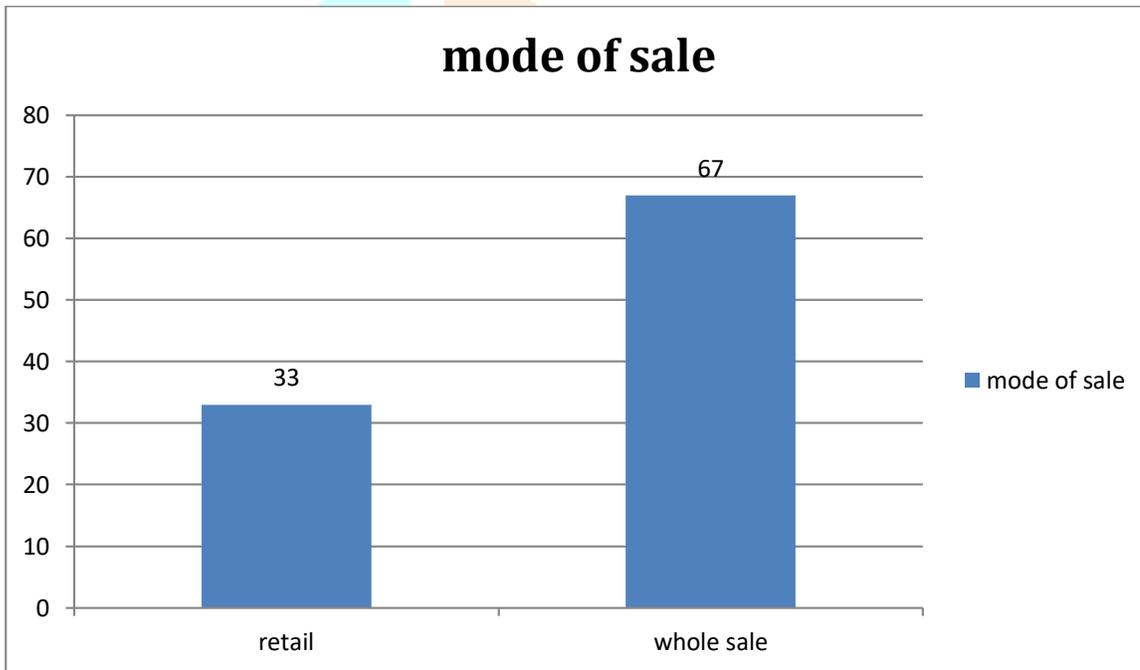
12. Out of 100 respondents no respondent is having power loom all are having only hand loom. Out of 100 respondents 56 i.e.56% is having only one handloom each. 40 i.e. 40% respondents is having two hand looms each and 4 i.e.4% respondents is having three hand looms each.



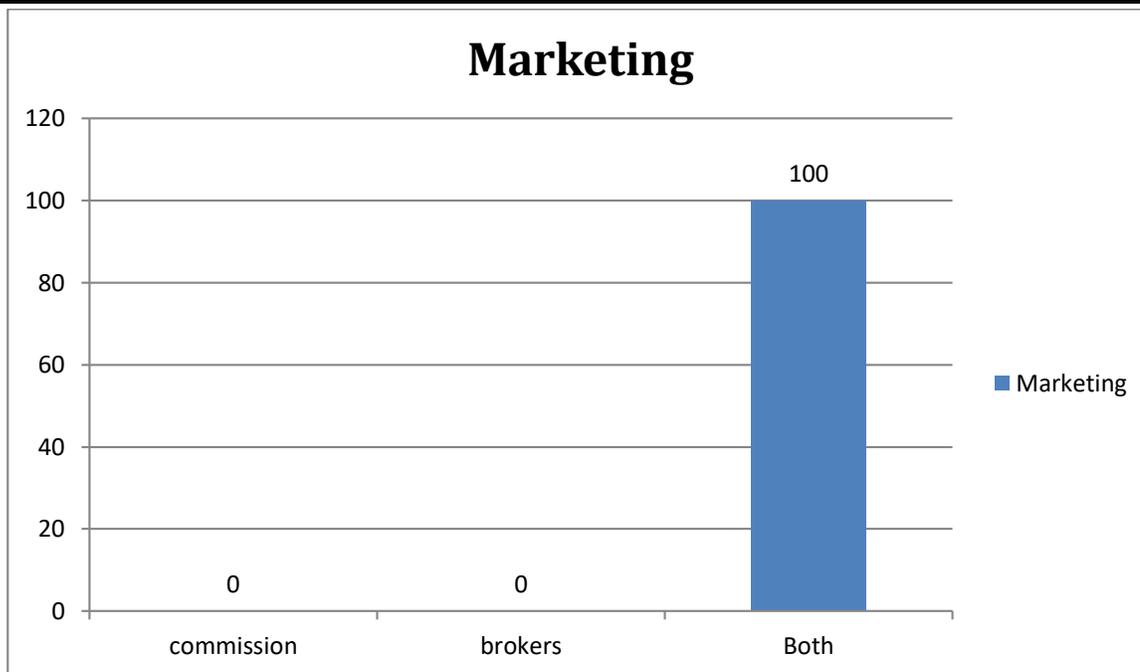
13. Out of 100 respondents 2 i.e. 2% respondents problem is lack of skilled workers, 13 i.e. 13% respondents problem is raw material shortage and 85 i.e. 85% respondents face problem of lack of demand.



14. Out of 100 respondents 33 i.e. 33% doing the retail marketing 67 i.e. 67% doing the whole sale marketing.



15. Out of 100 respondents all i.e. 100 are marketing through both commission agents and brokers.



### Conclusion

I conclude that nearly 15% of the cloth production in India is from the handloom sector. Cloth production in 2019-20 stood at 63348 square meters production of hand woven fabric from India constitutes 95% of the global production. The main problems of the handloom weavers are finance, marketing and raw material. The handloom weavers in Nellore district are made marketing in wholesale as well as retail. They are doing marketing with the help of commission agents as well as brokers.

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