

# MARKETING OF HANDLOOM INDUSTRY IN AURANGABAD

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## ABSTRACT

*Maharashtra is recognised for its traditional handloom fabrics and handicrafts, which are both rich and elegant. Paithani brocades, which have survived in original patterns for over 2000 years and are still made with the same processes, are cherished heirlooms and treasures for many. Maharashtra is recognised for its traditional handloom fabrics and handicrafts, which are both rich and elegant. Paithani brocades, which have survived in original patterns for over 2000 years and are still made with the same processes, are cherished heirlooms and treasures for many.*

## INTRODUCTION OF HANDLOOM INDUSTRY

The Handloom sector plays a very important role in the country's economy. It is one of the largest economic activities providing direct employment to over 65lakh people, engaged in weaving & allied activities. As a result of active government intervention through financial assistance & implementation of various developmental & welfare schemes, this sector has been able to withstand competition from the powerloom & mill sector. As an economic activity, the handloom sector occupies a place second only to agriculture in providing livelihood to the people. India is the highest handloom producing in the world. 30% of the total export income is generated by textile alone; it is second largest employer industry after agriculture. This sector contributes nearly 19% of the cloth produced in the country & also adds substantially to the export earnings. The Handloom Industry constitutes a timeless facet of rich cultural heritage of India and exemplifies the richness & diversity of our country & the artistry of the weavers. Hand-woven fabrics are the product of Indian tradition, inspiration of the culture ethos of the weavers. Handloom is unparalleled in its flexibility & versatility, permitting experimentation & encouraging innovation. Innovative weavers with their skillful blending of myths, faiths, symbols & imagery provide the fabric on appealing dynamism. The handloom sector plays a very distinct & unique role in the growth of Indian economy. The handloom is largely household-based, carried out with labour contributed by the entire family. It is dispersed, spread across thousands of villages and towns in the country.

## **HISTORY & EVOLUTION OF HANDLOOM INDUSTRY IN AURANGABAD**

### **Himroo Shawl**

Himroo is a silk and cotton fabric that is grown locally in Aurangabad. Himroo derives from the Persian term 'hum-ruh,' which means 'similar.' Himroo is a reproduction of the ancient Kum-Khwab, which was made with golden and silver threads for royal families. Himroo employs a Persian pattern that is both unique and distinctive in look. Aurangabad's Himroo is in great demand because to its distinctive and intriguing style and design.

### **History of Himroo Shawl :**

Himroo arrived in Aurangabad during Mohammad Tughlaq's rule, when he relocated his capital from Delhi to Daulatabad, Aurangabad. During Mohammad Tughlaq's perilous voyage, a whole generation of artisans followed him. When Tughlaq chose to return the capital to Delhi, the majority of the craftsmen remained. Many of these weavers and craftspeople continued to provide royal residences with textiles like as stoles, shawls, and other linens. Hundreds of artisans and craftsmen flocked to Aurangabad to work in the handicraft business. The renowned Aurangabad himroo was used by members of the royal family and a select few. While some historians think Himroo weaving has Persian roots, many local historians appear to disagree, claiming that Himroo has little or no Persian influence. During the mediaeval era, kings and queens had a large supply of Himroo collections in their wardrobes. During his journey to the Deccan, renowned explorer Marco Polo was presented with a Himroo Shawl. " It is as exquisite as a spider's web, and Kings and Queens of any country would take delight in wearing it," Marco Polo wrote in his memoirs.

### **Paithani Silk Saris**

Paithani is a famous sari type called after Paithan, a small village in the Aurangabad area where they are handwoven. Paithani saris are composed of extremely fine silk and are regarded one of India's most valuable saris. Paithani has an oblique square design on the borders and a Peacock design on the pallu. There are plain and spotted patterns to choose from. Single-colored and kaleidoscope-colored patterns, among others, are popular. The kaleidoscopic appearance is created by weaving with one colour longitudinally and another colour widthwise.

### **Speciality of Paithani Silk Saris**

Paithani weaving thrived during the Satvahana period about 200 B.C. Paithani has subsequently become a prized relic in India, passed down from generation to generation. Paithani silk weaving has survived for almost 2000 years because to the commitment and faith of the weavers. Paithani is a handwoven silk and gold/silver fabric. Paithani Sarees are known for their intricate patterns on the pallu and border.

Peacock, lotus, mango, and other patterns from Ajanta Caves are common pallu motifs.

The Paithani is especially revered in Indian culture due to its usage of silk, which is particularly important in Indian weddings.

The superiority and popularity of the cloth produced for centuries in India is a well-known fact that needs no reiteration. The production of cloth for local consumption, which was the mode long prevalent in rural India, underwent some change with the opening up of sea trade routes and the consequent expansion of export trade in the seventeenth and eighteenth centuries.

Certain changes in the organization of production ensued, the most noteworthy being the emergence of an intermediary class of trader financiers mediating between the producer and the market.

#### **Distribution Channel for handloom product :**

There are mediators to sell these products in the market. Till date these manufacturers don't prefer to go to market directly. The reason is they don't want to take any risk, at the same time the manufacturing of the product is done as per the order. As it takes lot of efforts for manufacturing the product, they don't prefer to stock the material. Even in the today's world they follow the traditional way of marketing the products. The handloom products are not properly distributed to the market. Now a day the handloom sarees are considered as old fashioned but if they are promoted, as well as distributed in proper manner it can gain more market. The common person should be made aware that the handloom products are not low cost of products but they are more than that. The merchant does have the stock of various varieties of sarees, but as the promotional activity is not rigorously followed. If more market has to be created more awareness related to that product should be done.

#### **Marketing Systems in Handloom Sector following are some Observations:**

- i.** Decline in Institutional effectiveness: Since inception the cooperative system was devised in the manner that the Primary Weavers Cooperative Societies would be production units and Apex level Cooperative societies would provide them with the raw material, designs and marketing support. Different state governments also established State Handloom Development Corporations to provide marketing support to the individual weavers. Despite this, it is estimated that 80% of the marketing support is provided by the private traders/master weavers indicating decline of these institutions over the years.
- ii.** Lack of availability of market information: There is lack of availability of information regarding the marketing of handloom products. The traders continue to be main source of information on product specifications in terms of colour, design, patterns, trends and other market related information.
- iii.** Lack of consumer knowledge of product features: During field interviews with cooperative societies and individual weavers, weavers indicated a strong need for a nationwide awareness and advertising campaign to educate people about the distinctiveness of handloom products.
- iv.** Inadequate Handloom Promotion and Advertising: Generally, handloom is only promoted through exhibits and fairs with restricted outlets for short periods of time, mostly during festival seasons. Hence the customer purchases such handloom products, only when available and switch to the other competing products when handloom products are out of sight (out of sight, out of mind). Therefore handloom sector needs a focussed strategy of continuous promotion and regular advertising campaign.

- v. **Lack of Quality Standardization:** The handloom cloth is often not able to compete because of lack of quality consistency in terms of finishing, colour and dye. A procedure is needed for checking the quality standards of the products like durability, shrinking, fastness of dye and colours etc., so that the customer is assured about this. Ministry of textiles GOI, is promoting use of Handloom Mark, Silk Mark and Wool Mark which is indicative of superior quality of products and fetches them better price in the market. However, adoption of handloom mark is not widespread amongst the weavers.

#### **Suggestions made to improve marketing systems:**

- i. There is a need to create awareness about handloom products in general public. A national awareness and publicity campaign may be initiated by the GOI and State Governments for familiarising people about uniqueness of handloom products.
- ii. **Restructure Management and Governance in Apex Weaver Societies and Handloom Development Corporations:** These organizations need to be restructured for improving the management quality so as to effectively help handloom weavers.
- iii. Although the Handloom Reservation Act lists 22 traditional textile items as reserved to be produced on handlooms alone, its implementation is an issue. It was widely quoted by the PWCS that many items woven on power looms are sold in the market as handloom products. Therefore there is a need to improve the systems and mechanisms to enforce the provisions of the Act.
- iv. Schools, hospitals, Railways, Defence Establishments, hotels etc., should be encouraged to procure bed sheets, curtains, covers towels etc., from handloom sector. Government may think about providing incentive to such institutions for using handloom items. This would generate large local demand and in turn will generate rural employment. The Dept. of Handlooms may have to play positive role in facilitating the process of integrating the handloom clusters in the procurement process/procedures of the government departments.
- v. Reviving janata Cloth Scheme/janata Dhoti scheme<sup>3</sup>
- vi. **Creating a distinct identity for handloom products:** The Weaver societies and individual weavers must be encouraged to adopt "Handloom Mark". Government can start with a policy objective of coverage of all handloom weavers and weaver institutions by "Handloom Mark" in next 2 years.

#### **Illiteracy & Economically Backward Class People**

These weavers are very good at designing of the products but they are not paid as per their skills as these weavers are working on the contract basis. As their major earnings are generated from weaving, the entire family is involved into it. In the olden days the merchant never allowed these weaver communities to develop, so they remained as the backward class people. Initially, Mahajan's family members started working for business for greater earnings, doing that they picked up the skills of the trade, therefore creating more weavers in the family, so expertise was developed. As more attention was given towards generating more earnings, education took the back seat. These mentalities have been so deep-rooted that even today's world there are families who are illiterate. Education has no importance in the life of these weaver class people. New technologies which can help to enhance the weaver community are percolated in proper and systematic manner.

## CONCLUSION

The handloom sector is an important sector providing large scale employment in rural areas as well as preserving heritage. The sector is facing several challenges but the future growth in the handloom sector could be achieved through a series of strategic interventions in the key constraint areas highlighted above. Many of these interventions may be market led and ushered in by private market players. Government would have to play the role of enabler and facilitator. Institutions like banks (especially Cooperative Banks), NABARD, Handloom Development Corporations, Apex Weaver's Cooperatives, PWCS, technology providers, private corporates and traders, and several others, can play an important role in bringing back vibrancy to this sector.

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