Weavers Perception with regard to the Effective Strategies for Sustainable Development of Weaving Enterprises in Kadapa District, A.P.

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Abstract: This study was carried out to weaving enterprises situations and overview of sustainability assessment of textile industry. We know the importance of handloom industry in our Indian country because it is the 2nd largest employment generating activity after agriculture. The handloom sector of India is an important part of the country's economy as well as socio-cultural traditions. It has been sustained by transferring skills from one generation to another. It is time to integrate the sustainable development concept with the handloom sector – a very broad sector in which sustainable development is very effective. According to 4th All India Handloom Census 2019-2020, the country is home to over 3.5 million handloom workers today (down from 6.5 million in 1995-96), which includes both weavers and ancillary workers. The presently weaving enterprises are facing many difficulties related to raw material, marketingand sales network etc. We argue that this study reveals sustainable development strategies that can make a positive contribution to generating standard employment opportunities and the weaving enterprises will continue to produce.

Keywords: Weaving Enterprises, Sustainable development Strategies, Employment Opportunity.

I. INTRODUCTION

The handloom sector of India is an important part of the country's economy as well as socio-cultural traditions. It has been sustained by transferring skills from one generation to another. Sustainable development periods are listed in every aspect of life. The broader perspective of sustainable development and its three dimensions: ecology, economy and community, allows its continued use in any action taken by people or organizations. Initially the term was mostly used as an environmental aspect, but today, all its dimensions are taken into account. It is time to integrate the sustainable development concept with the handloom sector – a very broad sector in which sustainable development is very effective. (S. Jothi, Subramaniyabharathy,2021)[1] The perception of sustainable development is long known and recognized as important. The definition of sustainability has always been discussed by experts. In 1972, definitions stressed restrictions on ecological systems, carrying out functions such as absorption and recycling of waste of anthropogenic activities, with the concomitant problems of improving social, educational, health, and employment. In 1987, sustainable development was defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." In 2019, it was defined as satisfying the needs of current and future generations, depending on appropriate circumstances of human, natural, and economic capital to provide for human welfare.(Hajian, M., & Kashani, S. J. 2021)[2] Developments of weaving industry have been declining trend due to the invention and application of technology in processing. The handloom business in our society has numerous challenges linked to improper raw material circulation, delayed payments, inadequate planning of the marketing and sales network, and competition from mill-made production processes, a lack of financial facilities, and a lack of technological advancement. Their everyday lives are greatly impacted by both this situation's impact on their regular lives and the low economic situations. This study reveals sustainable development strategies that can make a positive contribution to generating standard employment opportunities and the handloom industry will continue to boom.

II. REVIEW OF LITERATURE

1. (Athira Vyshak & Anandavalli, 2018) investigated the level of public awareness of the sector's declining state. We discovered that interest in employing these items is ongoing. The study ends on the positive note that these industries can be given a second chance at life in our economy by using tactics that are tailored to their particular circumstances.
2. (Subramaniya, Bharathy; Jothi, 2017) it was noted how the weavers were doing. Avoids and mitigates the key elements linked to physical issues and health issues in the handloom sector.
3. Varghese and Salim (2015) have completed a study titled "Handloom industry in Kerala: A study of the problems and challenges" with the goals of examining the importance of the handloom sector in India, delving deeply into the main issues and obstacles facing the state of Kerala's handloom industry, and proposing appropriate solutions and policy

options to ensure the industry's continued growth. This could be accomplished by employing effective tactics that are backed by favorable laws and government programs that produce positive and long-lasting outcomes.

4. Dr. RachanaGoswami, Dr. Ruby Jain (2014) examined the issues that the handloom industry is currently facing, including low sales, a lack of scientific market research, a lack of funding, inadequate infrastructure, etc., which arise from a failure to implement appropriate strategies in various activities. Furthermore, they offered suggestions for profitable approaches to the handloom industry, such as overall cost leadership and product differentiation.

5. Dr. A Kumudha and Mrs. Riswana (2013) carried out research on the marketing of handloom goods, with particular attention to the cooperative society of handloom weavers in Tamil Nadu's Erode area. In spite of the fact that the handloom industry in India offers jobs to many weavers, they believed that the industry has difficult issues that have contributed to the decline in the number of handloom businesses.

6. Dr. SrinivasaRaoKasisomayjula (2012) examined the financial performance of cooperative organizations, the structure of the textile and handloom industries, the production and marketing trends, and the socioeconomic circumstances of handloom weavers, particularly in Andhra Pradesh. They discovered that although the average yearly income of handloom households has doubled, in actual terms it has decreased because of rising rates for raw materials and dyes, yearly inflation, and the fact that the majority of weavers are unemployed or live in poverty. Weavers are not adhering to set work hours because of their poor health and family obligations. The co-operative societies owned by Weavers and APCO are not doing satisfactorily financially.

7. Ajithan (2006) it was discovered that Kerala's handloom industry has high prospects for the post-globalization era, as seen by the rise in handloom exports from Kerala during that time.

III. NEED FOR THE STUDY

Though the vast number of studies is there on the weaver enterprises with regard to the problems and prospects and performance appraisal no specific study is identified on the effective strategies for weaver sustainability. Hence, the present study is taken as the base for identifying the effective strategies for the sustainable development of the weaver enterprises.

IV. OBJECTIVES

The main objectives of this study are:

1. To evaluate the strategies related to the sustainable development of weaving enterprises in Kadapa, district.
2. To offer suitable suggestions for effective growth of the weaving enterprises in kadapa, District.

V. RESEARCH METHODOLOGY

The research is mainly aimed at understand the impact of weaving on family environment: a sociological issue affects their professional life and measure sustainable development strategies. Percentage research approaches have conventionally favored for explain about the need of sustainable development strategies. The research paper is an attempt of exploratory research, based on the primary sources and secondary resourced from journals, websites, book, and articles. The researcher adopted sampling techniques for convenience sampling. The sample sizes of the respondents are 120 handloom weavers.

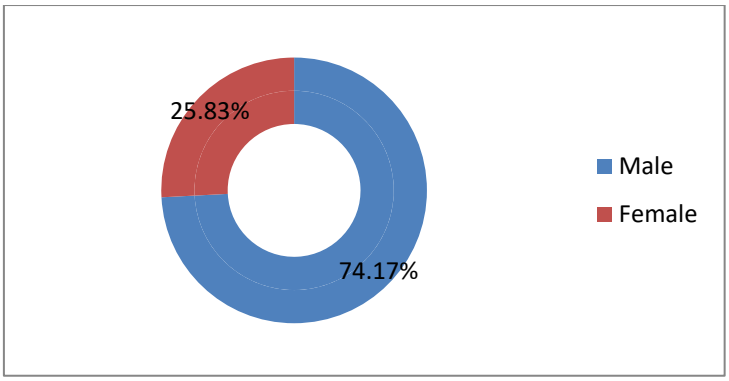
VI. DATA ANALYSIS AND INTERPRETATION

Demographic Profile of the Respondents

Table 1
Gender-Wise Distribution

Gender Groups	No. of Respondents	Percentage
Male	89	74.17%
Female	31	25.83%

Figure 1
Gender-Wise Distribution of the Respondents

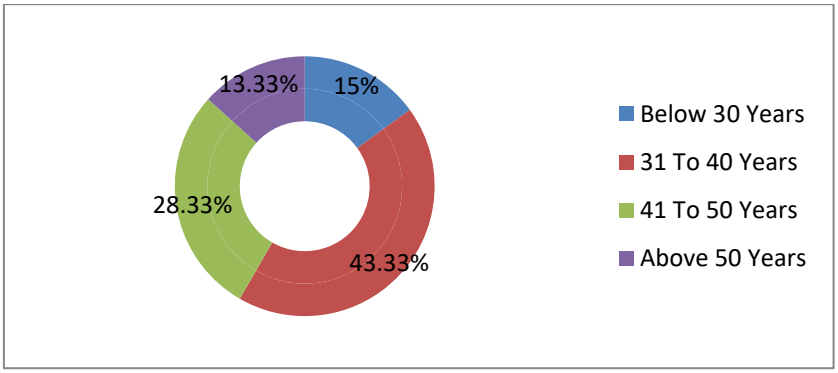


Observation: Table 1 and Figure 1 explicates about the gender of sample respondents. From the study it can be observed that, out of the total respondents, 74.17 percent are male handloom weavers and 25.83 percent are female handloom weavers which indicate the male handloom weavers are higher than the female respondents.

Table 2
Age-wise Distribution

Age Groups	No. of Respondents	Percentage
Below 30 Years	18	15%
31 To 40 Years	52	43.33%
41 To 50 Years	34	28.33%
Above 50 Years	16	13.33%

Figure 2
Age-wise Distribution



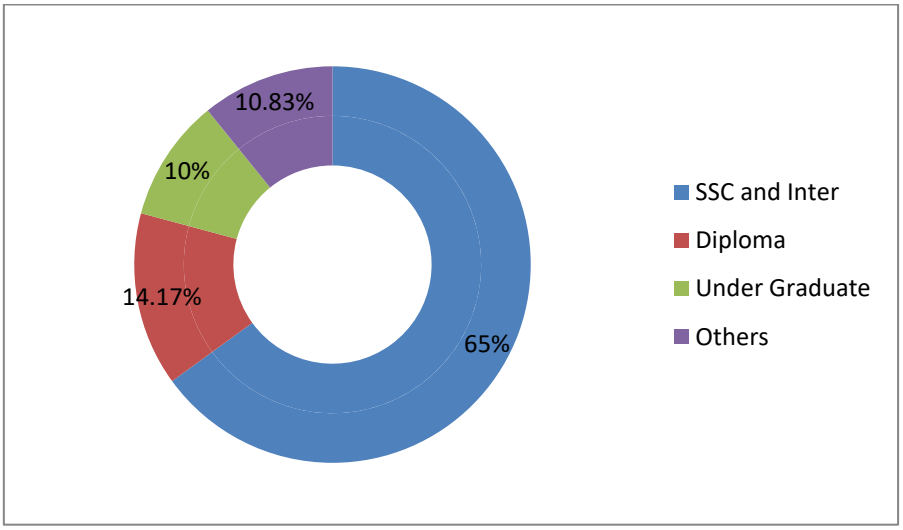
Observation: Table 2 and Figure 2 describe the age wise distribution of the sample respondents. Out of the total respondents, almost 43.33 percent of Handloom weavers are in the age group of 31-40 years, followed by 28.33 percent in the age group of below 41 to 50 years, 13.33 percent are in above 51 years, and the remaining 15 percent are below 30 years. It can also be found by the researcher while collecting the data from the respondents that the handloom weavers in the age groups of below 30 and 31-40 years are actively participated in the survey than the other age group respondents.

Table 3
Educational Status of Handloom weavers

Qualification	No. of Respondents	Percentage
SSC and Inter	78	65%
Diploma	17	14.17%
Under Graduate	12	10%

Post Graduate	0	0%
Others	13	10.83%

Figure 3
Educational Status

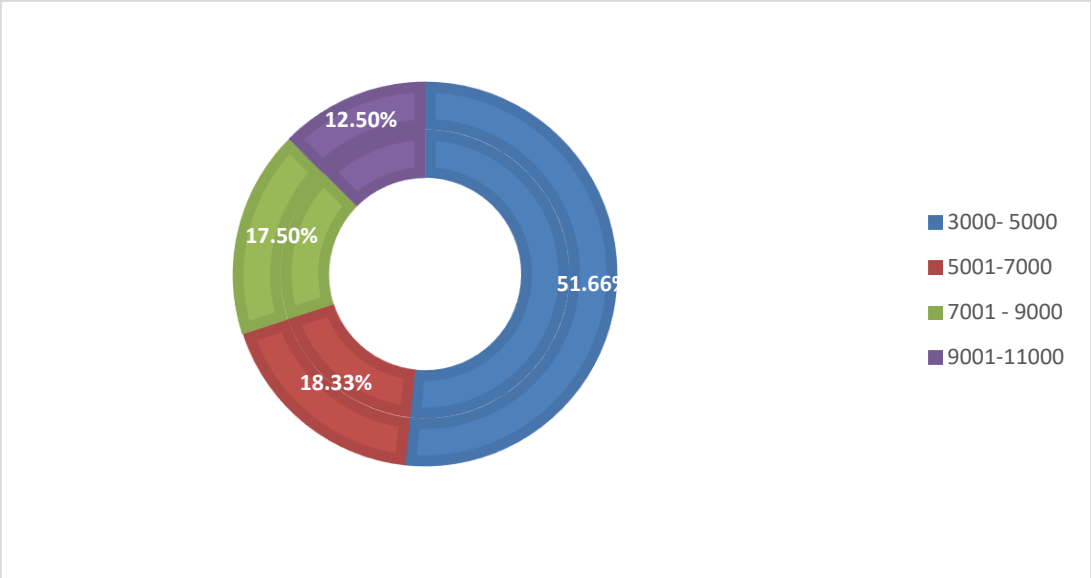


Observation: Table 3 and Figure 3 shows that 65 percent of Handloom weavers studied SSC/Intermediate, followed by 14.17 percent diploma, 10 percent under graduate, and the remaining 10.83 percent are illiterates. It can be inferred highest percentage (65%) of the Handloom weavers studied SSC and Intermediate, followed by Diploma (14.17%), UG (10%), and Others (10.83%).

Table 4
Monthly Remuneration of Handloom weavers

Remuneration	**No. of Respondents**	**Percentage**
3000- 5000	62	51.66%
5001-7000	22	18.33%
7001 - 9000	21	17.5%
9001-11000	15	12.5%

Figure 4
Monthly Remuneration of Handloom weavers

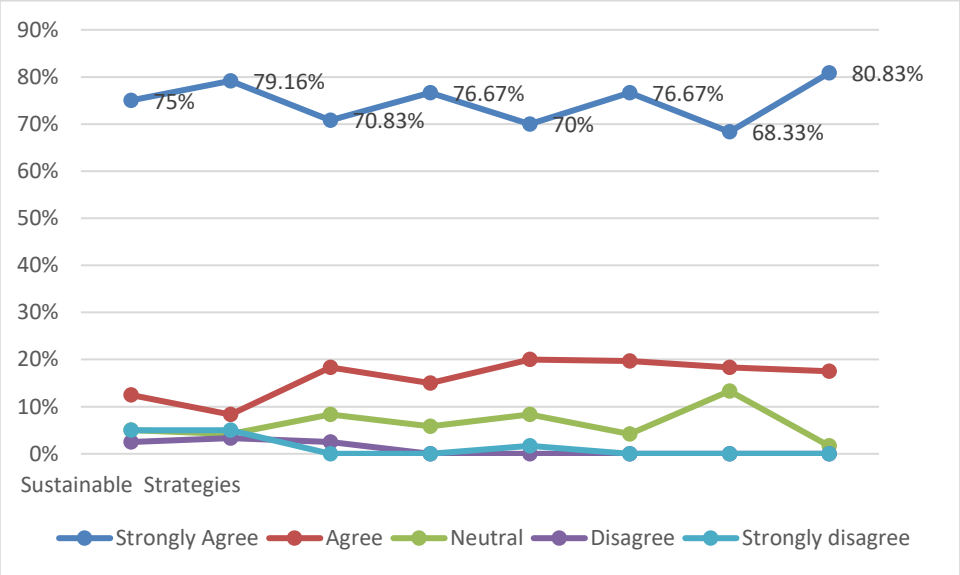


Observation: Table 4 and Figure 4 show that 51.66 percent of Handloom weavers earning monthly Rs.3000 to Rs.5,000, 18.33 percent are earning up to Rs.5001- 7000 per month, 17.50 percent are earning Rs.7001 to Rs.9,000 and the remaining 12.50 percent are earning Rs, 9001 to Rs. 11000 per month. Most (51.66%) of the Handloom weavers are earning Rs.3,000 to Rs.5,000 followed by Rs.5001- 7,000 (18.33%), Rs.7,001 to Rs.9,000 (17.50%), and Rs. 9001 to 11000 (12.50%).

Table 5
Opinion of the Respondents Need to Sustainable Development Strategy

Sustainable Development Strategies	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Technology up gradation and training sessions	75%	12.50%	5%	2.50%	5%
Digital marketing sources played a key role in promoting the sales	79.16%	8.33%	4.17%	3.33%	5%
Awareness is needed to avail the concessions provided by the government	70.83%	18.33%	8.33%	2.50%	0%
Avoid too much of intermediaries in promotion of the enterprises	76.67%	15%	5.83%	2,5%	0%
The practices of cooperative societies need to be strengthened	70%	20%	8.33%	0%	1.67%
The effect of taxation should be minimized	76.67%	19.67%	4.17%	0%	0%
The government must educate people about the advantages offered to handloom weavers	68.33%	18.33%	13.33%	0%	0%
The government should establish training institutions in computerized handicrafts	80.83%	17.50%	1.67%	0%	0%

Figure 5
Opinion of the respondents



Observation: Table 5 and Figure 5 show that 75% of the respondents strongly agreed that technology-up radiation and training sessions, followed by 79.16% of digital marketing sources, played a key role in promoting sales. 70.83% of Awareness is needed to avail of the concessions provided by the government; 76.67% of Avoid too many intermediaries in the promotion of the enterprises. 70% of the practices of cooperative societies need to be strengthened. 76.67% of the effect of taxation should be minimized, with 68.33% of the government must educate people about the advantages offered to handloom weavers (80.83% of the establishment of computerized handicraft training facilities by the government is vital for maintaining handloom businesses and enhancing production and economic expansion. As a result, the government ought to take the initiative to support weavers in maintaining their line of work by implementing sustainable development plans, according to the responder. Despite the fact that a relatively small percentage of respondents strongly disagreed, this suggests that the new strategic development must be adopted and a modified scenario must be used.

VII. FINDINGS AND SUGGESTIONS

Handloom is an esteemed traditional industry but is affected by several problems in the operational or production processes as well as marketing and distribution. The industry, thus, involves a multi-divided approach to spread through life and sustain its development. The handloom industry provides one of the people's most basic needs and holds significance for continuing constant growth to improve the living standards of the weavers. Having studied the sustainable strategies for the handloom industry, an attempt has been made in this section to offer a few suggestions for enlightening the difficulty of handloom weavers.

1. By reducing the number of brokers, all the offers will reach the weavers directly and get in the right way.
2. The government could also improve the support of handloom weavers working in the private sector.
3. Reducing taxation's impact can boost the handloom industry's growth.
4. By preventing the supply of raw materials from being depleted by the impact of uncertain situations. They can prevent unemployment and famine.
5. Coordinating the practices of a cooperative society to improve the traditional weavers and members of the society will lead to improvements in their quality of life.
6. Raising awareness about all the benefits offered by the government. It will be helpful if weavers are aware of all the benefits and will continue to be involved in the handloom industry.
7. Weavers can reduce the dominance of the concept by seeking and retreating from all the benefits offered by the government.
8. The government should develop training institutions for improving technology in their production processes.
9. It also needs to improve the Sachivalayam employee's support for weavers in their product distribution process.
10. The government must launch some more cooperative societies to awaken the weaving industry and upgrade technology.

VIII. CONCLUSION :

Based on the results of this study, it can be said that the handloom sector contributes significantly to the economy both in terms of little and major economic effects. It has a significant impact on the nation's ability to reduce poverty and boost employment, household income, and consumption and economic growth are positively impacted by the handloom industry. However, the industry suffers a number of difficulties as a result of certain circumstances, namely a shortage of raw materials, poor marketing, a lack of middlemen's support, and intense competition from power looms and computerized looms. Therefore, with confidence, the government and non-governmental organizations should provide financial, technical, and training support for the advancement of technology and policy support for the growth of the handloom sector. The handloom industry can, to some degree, overcome these challenges. To raise awareness of the many programs as well as the required modern sustainable strategies targeted at the welfare and advancement of the handloom industry, the government must take significant action with the help of village governance as well.

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