



## ISSUES AND PROSPECTS OF HANDLOOM SECTOR OF HIMACHAL PRADESH

**Sanjay Sharma**, Research Scholar, NIFT, Delhi, Email: [sanjay.sharma@nift.ac.in](mailto:sanjay.sharma@nift.ac.in)

**Binaya Bhusan Jena**, Professor, FMS, NIFT, Bhubaneswar, Email: [binaya.jena@nift.ac.in](mailto:binaya.jena@nift.ac.in),

**Dr. Rahul Chandra**, Dr. Rahul Chandra, Joint Director, ICSI, New Delhi, Email: [rahul.chandra@icsi.edu](mailto:rahul.chandra@icsi.edu)

**Abstract:** Handloom sector occupies an important position as one of the primary employment provider after agriculture. More than 16 million weavers are making their livelihood from handlooms, while upholding the cultural fabric of different states alive. It is one of the important sectors in the country that provides low cost, sustainable livelihood opportunities to millions of people. But recently it has been losing its importance and more widespread perception is that handloom weaving is in deep crisis and is caught in a endless circle of low productivity and wages and is thus unable to retain a competitive edge against power loom. Yet, at a macro level, the handloom sector has maintained a steady share of 11% of total textile production with a growth rate of 4%. Incidentally handloom sector is increasingly getting attention at national and international market due to increasing environmental concerns and an increase in hand-made eco-friendly products. Himachal Pradesh, a state which is well-known for its hilly terrain and traditional handicrafts and handloom weaving are the main occupation after agriculture and horticulture. In view of the field work, the present study examines the problems and prospects of handloom sector of Himachal Pradesh which contributes significantly to the state economy and provides sustainable livelihood opportunities to natives of the state. This study is concentrated in KULLU district of Himachal Pradesh, because in spite of decrease in handloom weaver population in the state of Himachal Pradesh, Kullu has been able to retain and prosper its reputation as the handloom capital of Himachal Pradesh. This is an exploratory study, based on both primary and secondary sources of data. One of the major outcomes of the present study is that professionally well managed cooperative are the best safeguard for handloom sector. Competition from power loom is an obvious threat, but this can be countered if the sector produces unique and high value niche products, targeting different market segments, including the tourists.

**Key Words:** Handloom, Himachal Pradesh, socio economic condition of handloom weavers, tourism, cooperatives

### I. INTRODUCTION

Handloom area of Himachal Pradesh is special in numerous viewpoints. The people group, their weaving designs, strategies, looms, esteem chain, their geographic spread and their financial status make the handloom area of Himachal Pradesh particular and not the same as different parts of the country. The financial state of the weaver's local area and their retrogressive and forward linkages with the market are the vital determinants of their success and development. Planning of mediation programs for their government assistance and incorporating their inventory network, requests an exhaustive comprehension of the financial state of the weavers. Any viable degree of mediation would require firsthand data about the weaver's financial status across various bunches of Himachal Pradesh. Without any strong ground level information, no plan and mediation could yield significant and enduring outcomes. At this scenery, the current investigation is an endeavor to comprehend the ground real factors of the financial status of the weaver's local area in Himachal Pradesh and reasons Kullu to create as a conspicuous handloom bunch and conditions favorable for this development. It is important to take note of that since Indian financial advancement must be seen in the light of financial components, protection of customary abilities and the utilization of neighborhood accessible assets and fundamentally all the three are vital especially for a bumpy and troublesome landscape of Himachal Pradesh. There is a sharp decrease in work in the area in the previous twenty years and the quantity of handloom is likewise declining. In numerous regions handloom is practically non-existent today with the exception of few locale. The circumstance is dismal over other areas as well. Notwithstanding the way that there lies an incredible interest for the handloom items especially from Himachal both in the homegrown and worldwide market, the circumstance as opposed to improving is declining. Once more, Himachal being an extremely famous vacationer location, the regressive and forward market linkage is likewise similarly solid. Remembering the good conditions, it isn't yet known the explanations behind the helpless condition of the undertakings of the handloom area. The arrangement measures, plans and projects have all the earmarks of being ineffectual in capturing the circumstance.

## Handlooms in Himachal Pradesh

Himachal Pradesh, with its sloping landscape and moderately an extremely restricted extent of industrialization and subsequently conventional painstaking work and handloom weaving are the primary occupation after agribusiness and cultivation. Hence, it offers a major extent of work in the provincial area of Himachal Pradesh. Sheep and goat raising is another control of numerous towns in Himachal Pradesh and subsequently inhabitants draw in themselves in fleece weaving of course, as fleece produce is effectively accessible everywhere on the state and because of cool climatic states of the state has a major nearby market for woven woolen items. As a result of helpless availability of streets in a large portion of the inside places, particularly during winters, when the vast majority of the parts are covered with snow and the locals of the state in many areas are limited to be inside. Since no financial movement can be completed in outfields in open regions, handloom weaving, a characteristic art, which existed in the existence of Himachal since ages and has developed with time, is one such economic activity available to the natives of Himachal Pradesh. The need of comfortable dress requirements of the family, changed handlooms, gradually to a substitute of optional pay and methods for financial endurance. Freezing chilly climate of Himachal Pradesh required fleece weaving to a degree that each family in Himachal Pradesh claimed a loom. The rich legacy of the handloom area was once far reaching in each locale and towns of the state. The characteristic, climatic, imaginative and social states of Himachal made an exceptional personality for the handloom of Himachal.

This paper expects to consider Himachal's achievement in supporting and creating hand woven materials. This examination is gathered in KULLU locale of Himachal Pradesh, on the grounds that disregarding decline in handloom weaver populace in the territory of Himachal Pradesh, Kullu has had the option to hold and thrive its standing as the handloom capital of Himachal Pradesh and propelling hand woven materials as a model of keeping up deliberately collected texture in the 21st century.

### Statement of the Problem

As per handloom census of 1987-88 and 2009-10, the number of handloom weavers/ looms distributed in urban and rural Himachal Pradesh.

**Table 1.1**

Sl. No	Census	No. of handloom weavers & allied workers	No. of handlooms
1	1987-88	1,36,977	27,971
2	2009-10	13,458	5,550

Source:

Office of the Development Commissioner (Handlooms 2015)

As per 2nd Handloom census of Himachal Pradesh in 1995-96

### DISTRICT WISE DISTRIBUTION OF HANDLOOMS OF HP (Total No of Clusters - 12)

**Table 1.2**

No. of Looms	Up to 1000	1000-5000	5K-10K	10k-25k	25K -50K
	1. Bilaspur, 2. Lahaul & Spiti 3. Solan 4. Sirmour 5. Hamirpur 6. Una	1. Shimla 2. Kangra 3. Chamba 4. Kinnaur	1. Mandi	1. Kullu	-----

Source: Office of the Development Commissioner (Handlooms-1995-96)

As per 3<sup>rd</sup> handloom census of 2009-10, number of handloom weavers and allied workers and no. of handlooms households:

**Table 1.3**

District	Number of Handloom Household	Total Workers (All Ages)	Total Looms
Kangra	929	4510	1025
Kinnaur	261	291	272
Kullu	3869	6357	2929
Mandi	1871	2220	1279
Shimla	76	80	45
Total	7006	13458	5550

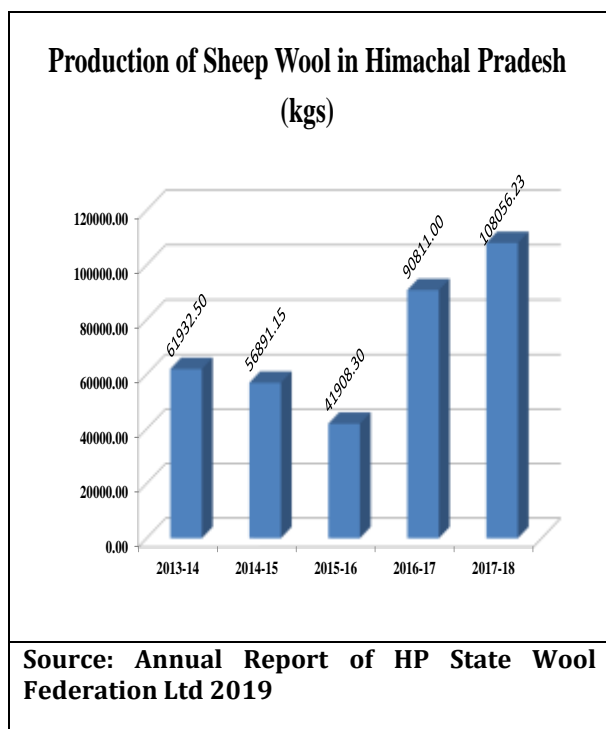
**Source: Office of the Development Commissioner (Handlooms-2009-10)**

As evident from the above study, the number of workers in the handloom sector of Himachal Pradesh, which had dropped significantly from 1.25 lacs to 13,458 (Handloom Census of India, 2009-10) and thereafter due to various government interventions, had shown signs of improvement although not so significant but at least stoppage of decline is there, as per latest Handloom census of 2019-20.

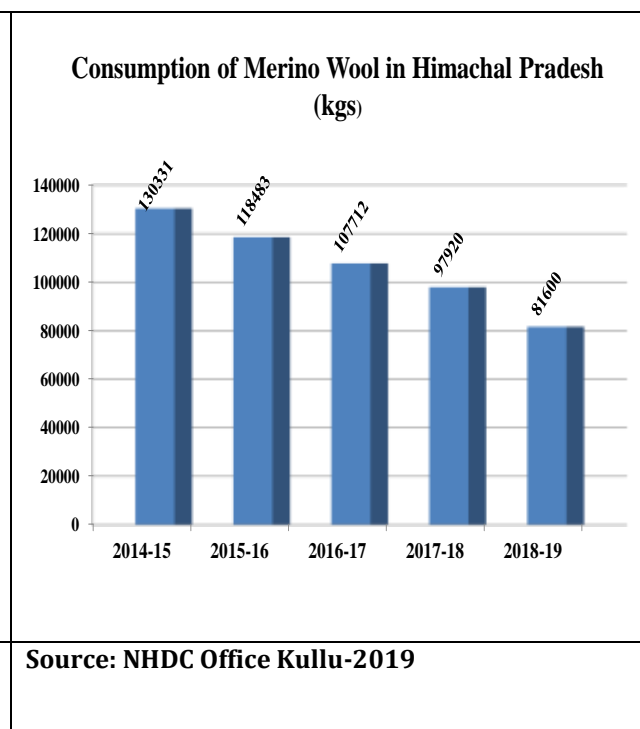
The handloom business has its reality in different provinces of India, yet is generally centered for the most part in seven states. Assam, with over 37.9% of the complete handloom work power has the greatest consideration of handloom weavers followed by West Bengal (18%). The southern territories of Andhra Pradesh and Tamil Nadu come at third and fourth positions separately with a portion of minimal over 08%. Kerala likewise appreciates a predominant situation in handloom creation field in South India. Right now, the handloom mechanical units in various states are bound to deal with various issues in various spaces of its working viz., creation, account and promoting. At present the quantity of laborers in the handloom area of Himachal Pradesh dropped to one 10th of that existed in 1988-89. It is important to take note of that when financial improvement must be seen in the light of financial variables, conservation of customary abilities and the utilization of neighborhood accessible assets is additionally vital and altogether all the three are key elements for a bumpy and troublesome landscape of Himachal Pradesh. The handloom area of Himachal Pradesh is special in numerous regards and not the same as the handloom area of different states. Regardless of enormous market openings for the handloom area of the express, the circumstance as opposed to improving has deteriorated. With the approach of the advanced economy, globalization and monetary improvement the handloom area began losing its feet before the machine made, and modest items.

The study of woolen sector, particularly of wool production and consumption of Merino wool in Himachal Pradesh has also signified that although there is overall decline in merino wool consumption in the state but there is improvement of local wool production,

**Table 1.4**



**Table 1.5**



which is subsequently used in woolen products of Himachal Pradesh. Consequently remembering the positive conditions, it isn't yet known the explanations behind the helpless condition of the issues of the handloom area. In spite of the way that there lies an extraordinary interest for the handloom items especially from Himachal both in the homegrown and global market, the circumstance as opposed to improving is declining. Once more, Himachal being an extremely famous traveler objective, the regressive and forward market linkage is likewise similarly solid. The strategy measures, plans and projects give off an impression of being ineffectual in capturing the circumstance. It is consequently a lot of critical to analyze the present circumstance and comprehend from an all encompassing viewpoint about the current status of handloom area and financial states of weavers prior to taking any remedial means to advance the circumstance. That may clear path for proposing more viable arrangement choice for local prerequisites to check this disintegration and contribute for economical development of state and public economy.

**II. REVIEW OF LITERATURE**

Srinivasa Rao (2017)<sup>1</sup> has clarified about the issues of the Handloom weavers in Krishna area and justified the presence of handloom in India because of high business potential in this area.

Chouhan, and Roy (2017)<sup>2</sup>, explained about the financial profile of Handloom weavers, and inferred that industry is overwhelmed by the male laborers with exceptionally low degree of education level and therefore are confronting various issued of less compensation, expanded cost of yarn, the shortfall of government uphold, absence of homegrown market etc.

Muneendra and Prakash (2016)<sup>3</sup>, had also explored about the situation of handloom in AP and derived that the situation is diminishing as large numbers of the weavers are moving to different professions because of helpless profit, joblessness and decreasing interest for their produce.

Bari et al, (2015)<sup>4</sup>, had clarified about the handloom businesses in India. Their study summed up that India is deficient in schooling and weavers don't have some other type of option for their vocation. The increase in cost of yarn and low cost of their eventual outcomes has further de-motivated weavers to continue with handloom weaving.

Naga Raju G. et al (2014)<sup>5</sup> have learned about the financial status of the Handloom weavers and at last summed up that, handloom area has consistently been a feeble contender against powerloom and factory areas.

Goswami and Jain (2014)<sup>6</sup> in their study had emphasized on reducing overall cost, by product diversification & emphasized that high quality of raw materials and effective distribution channels can solve the problems of low income and poor-socio- economic conditions of the handloom weavers in India. Singh (2014)<sup>7</sup> in his study of the problems and prospects of handloom industry in India had concluded that the small scale handloom industry faces multiple problems mainly due to shortage of capital and weak marketing networks.

Kumuda. A, and Rizwana. M (2013)<sup>8</sup> in their article has described about the problems faced by the handloom industry & particularly pointed out the problems of handloom in co-operative society weavers in Erode district.

Tripathy (2009)<sup>9</sup> made an attempt to study the problems and perspectives of Handloom Industry in Orissa. It was summarized in the study that in decentralized handloom industry there are many problems due to illiteracy of the weavers, inadequate finance and procurement of raw-materials. The study also suggested that handloom product marketer should understand the customer preferences about design and colour combination, product developments, quality control & cost control in Handloom products.

Mathiraj and Rajkumar (2008)<sup>10</sup> made an analytical study on Handloom products production and marketing. It was found in their study that the Societies in Ramanathapuram District are facing wide fluctuation in yarn price, lack of availability of skilled labour force & was thus suggested for formulation of production pattern and sales design to accelerate the handloom products in the market.

### **Research Questions**

1. Why the weavers' population is on decay in spite of abundant and lucrative market opportunities?
2. What are the propelling and de-persuading factors for the weavers to proceed with the current weaving profession?
3. How the various handloom sector schemes working in the state both by Central Government and State Government.
4. What are the supply chain and marketing challenges faced by the weavers in the state?, and
5. Why the youthful age is not any more intrigued to proceed with their parental occupation?

### **Research Objectives**

The essential target of the current exploration work is to comprehend the socio economic conditions of the handloom weavers.

The detailed & itemized objectives of the study are

1. To examine the social-financial states of the handloom weavers of Himachal Pradesh and their position in the general public.
2. To discover the variables answerable for capturing the sharp fall in diminishing population of handloom weavers at Kullu.

## **III. RESEARCH METHODOLOGY**

The current examination study has picked both the Quantitative exploration for its information assortment, translation and investigation and Qualitative exploration by Focused group discussions.

### **Data Collection Methods and Strategy**

1. The present research work makes use of both sources of data, i.e., primary as well as secondary data.
2. The Secondary data was collected from government publications, state department publications, research journals, other unpublished sources of NGOs and cooperatives etc.

## DATA COLLECTIONS

The current examination included SIX Focused Group Discussions (FGDs) to distinguish the present status of issues in the Handlooms Textiles and to comprehend the financial status of handloom weavers across two most crowded areas of Himachal Pradesh ie Kullu and Mandi (lodging around 60% of absolute handlooms of Himachal Pradesh) and one each at Chamba and Kangra.

### FGD conducted:

Three in Kullu District (15 male members, 12 women members, 15 mixed)

One Each in Mandi, Chamba and Kangra Districts (15 male, 14 women, 15 mixed)

The FGD's were based to around following Points

- To comprehend weaving as a conventional income generating activity in HP.
- Competitions with power looms,
- Availability of raw materials for handloom weaving
- Marketing of handloom items
- Decrease in demand of handloom products,
- Awareness of Govt. government assistance plans for H/L Weavers
- Ways to build volumes and business potentials
- Lack of interest in weaving by the new age generation& lastly
- Availability of alternate types of revenue generation for weavers in HP.
- Influence of Tourism in keeping up demand of H/L items.

### The recorded responses indicated that

1. Competitions with power looms are the greatest danger to handlooms.
2. Lack of account to hold at stocks as costs of woolen yarn has expanded from Rs 650/Kg to Rs 1700-1800/Kg and
3. Lack of attention to execution of government motivations and government assistance plans.
4. Modern generation lacks interest
5. Due to increase in transportation and industrialization and increase of infrastructure facility other sources of income are not season bound these days, as compared to woolen handloom weaving, which finds demand in winter only.
6. The members were agreeable to a more grounded and strong system from government awareness camps.
7. They were collective in a view that handloom has a potential, where less education is not a barrier in earning livelihood
8. Less tedious in terms of hard labor required in outdoor activities of construction of roads and civil work,
9. Group consensus led to conclusion that women weavers which provide dual opportunity for flexible timing of work at home without compromising the care of family members provided the produce is saleable at a margin.
10. Also, cooperative sector working has a potential in meeting the challenges posed due to management of working capital / inventory of raw materials and finished goods and utilizing various government schemes for the welfare.

### Collection of Primary Data

Target Population	Handloom Weavers of Himachal Pradesh
-------------------	--------------------------------------

Sampling Unit	Weavers from Selected Clusters of HP
Sampling Method	Quota Sampling
Data Collection Method	Structured Questionnaire Schedules and Focused Group Discussions.

### Sampling Methods

A questionnaire survey was conducted among 200 handloom weavers across five districts of Himachal Pradesh.

Further a Quota sampling was administered based on the population of handloom weavers in each of the districts and also due to convenience.

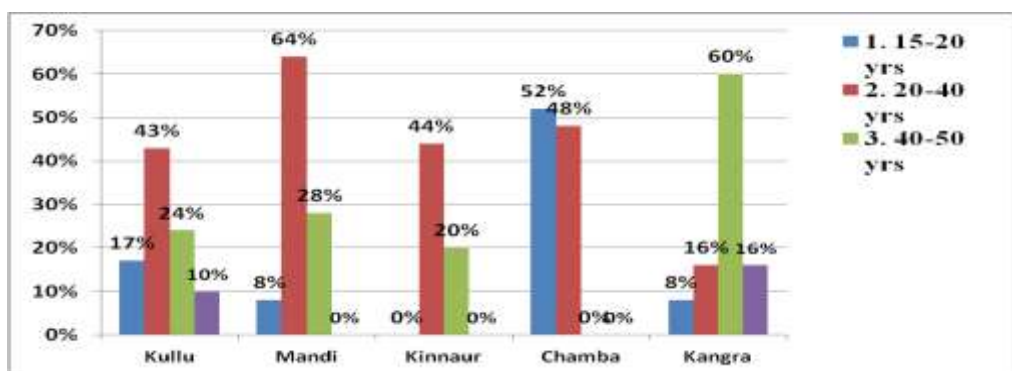
Since Kullu District is having the largest number of handloom population, and keeping in view the physical connectivity and accessibility of conducting data from weavers 50% quota was allocated to Kullu District.

For the rest of the districts like Chamba, Mandi, Kangra and Kinnaur 25 samples (12.5%) were collected from each.

### Summary of Questionnaire Schedules

#### Age distribution of weavers

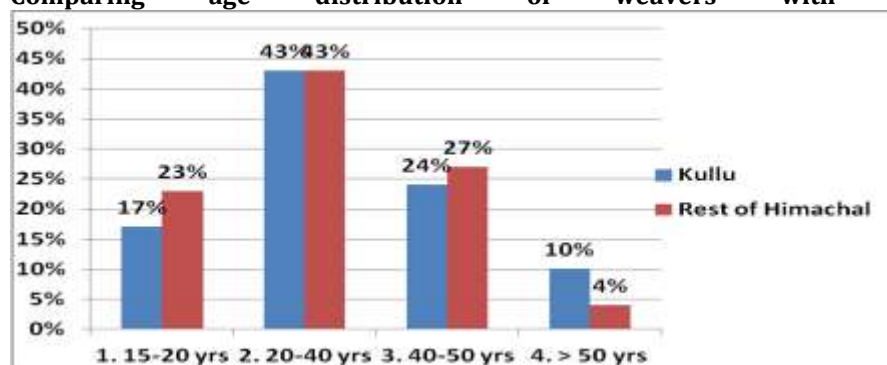
Table 1.6



Most of the weavers are from age groups 20-40, in almost all districts, except Kangra, where weavers are from the age group of > 40 years.

**Table 1.7**

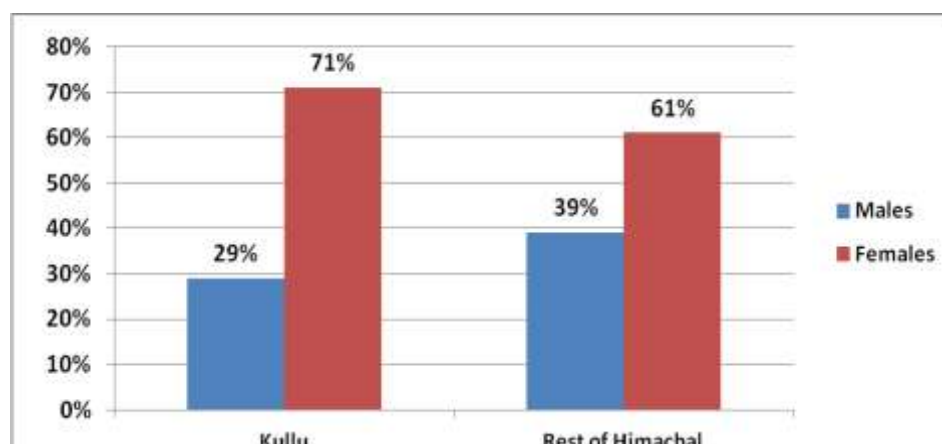
Comparing age distribution of weavers with rest of Himachal



Comparing weaver's age distribution in Kullu, with rest of Himachal, shows that even weavers above 50 years also started drifting from handloom weaving, probably because of challenges of quantum of work with younger generation.

**Table 1.8**

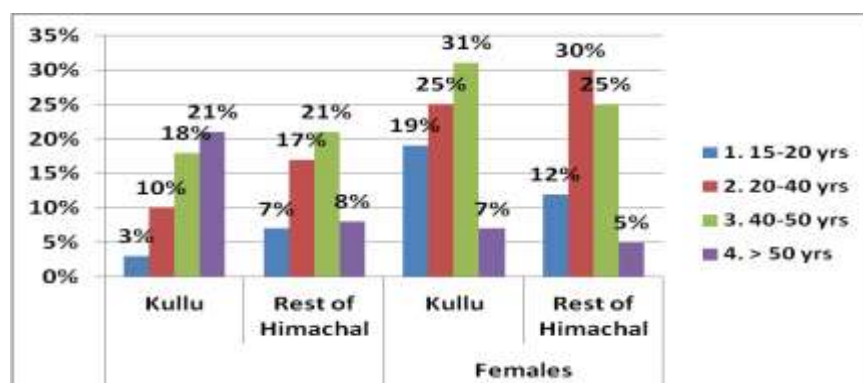
Gender Distribution



The comparative study of number of weavers in Kullu Vs Rest of Himachal indicates that more and more women weavers are inclined to weaving profession as compared to male weavers. because of good potential, females in Kullu do take career in H/Lweaving as an opportunity.

**Table 1.9**

Comparing Age distribution of Males and Females in Kullu and Rest of Himachal

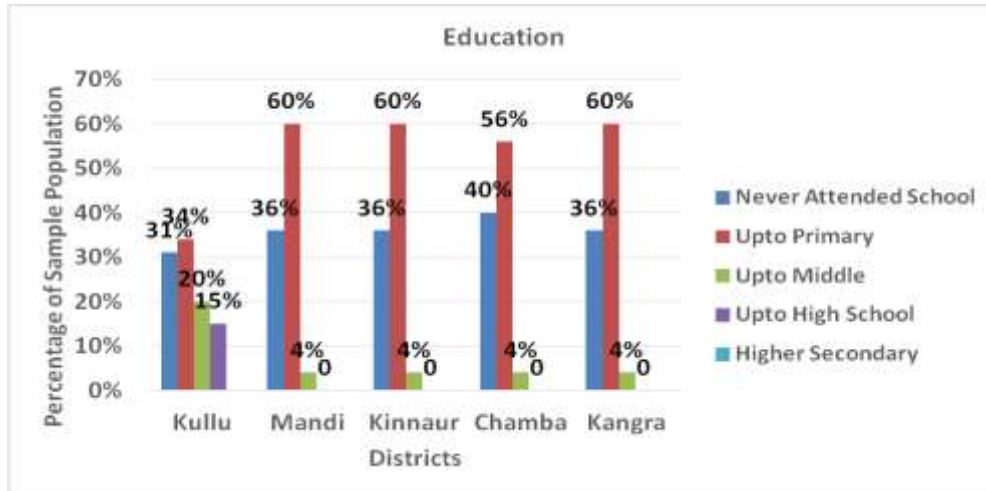




Comparing decline in participation of younger generation, is more prominent in male population than females in Kullu as compared to Rest of Himachal.

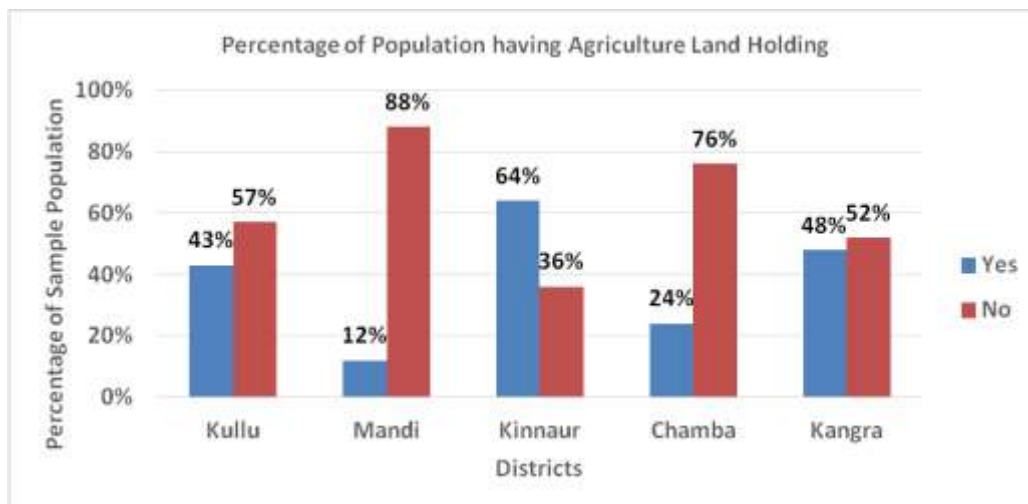
**Table 2.0**

**Educational Qualification**



**Table 2.1**

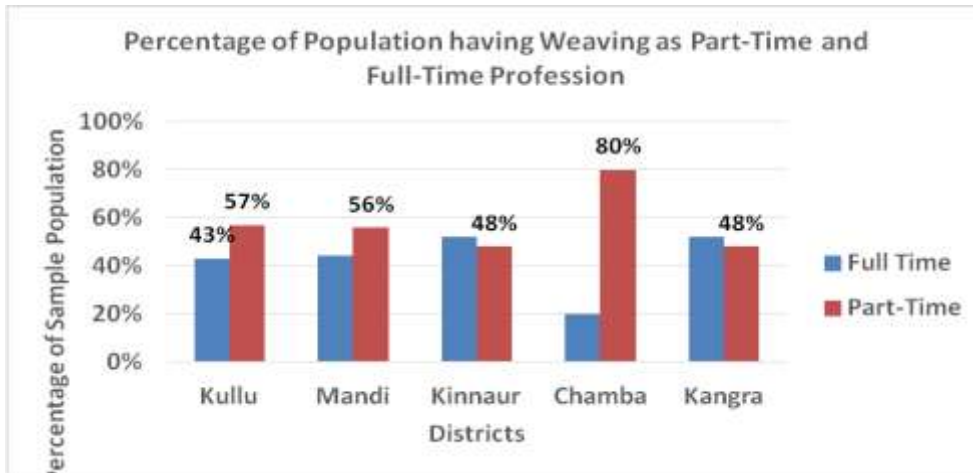
**Economic Status Study**



Most of the handloom weavers are not in possession of land. Mandi has maximum population of weavers, who do not own a piece of agricultural land, while Kinnaur has weavers with a better score in possession of land.

**Table 2.2**

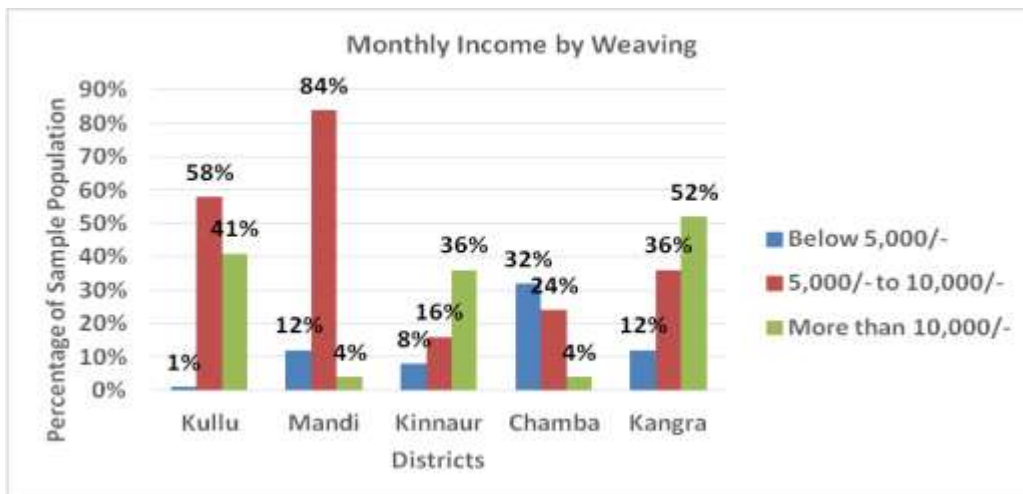
Weaving Activity - Part Time / Full Time



Handloom weavers of Himachal are almost equally distributed as part time and full time except in Chamba, which is known backward district as per government records.

**Table 2.3**

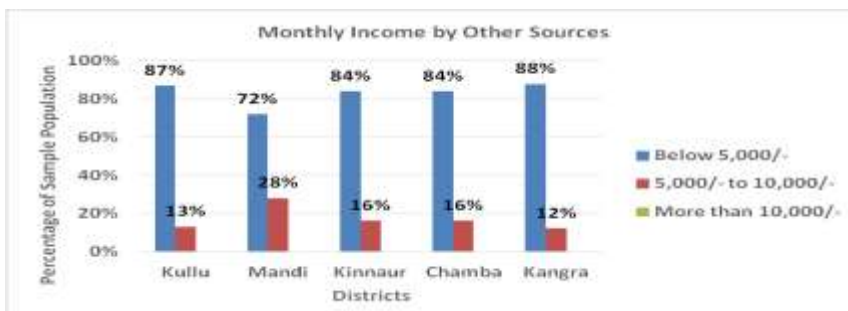
Monthly Earning



Earning of most of the handloom weavers in Himachal Pradesh is a range of Rs 5000 -10000.

It is significantly down in handloom clusters which have seen the decline in number of weavers, which have forced the weavers to migrate either for employment or for some other employment opportunity.

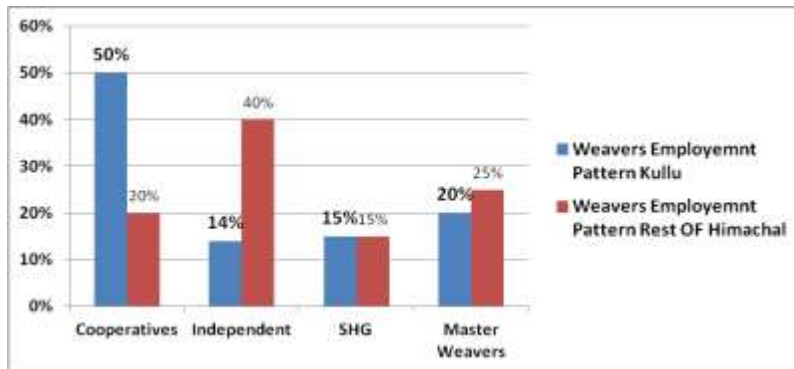
**Table 2.4**



Handloom weavers do make an attempt for substituting their incomes by participating in agriculture or horticulture, or tourism support activity like guides, but that is not more than Rs 5000/- in most of the cases.

**Table 2.5**

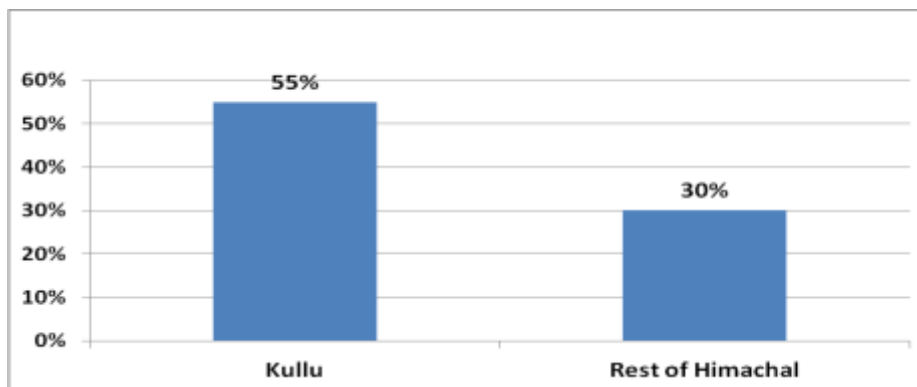
Employment Pattern of Handloom Weavers of Himachal Pradesh



Study on Employment pattern of handloom weavers of Himachal Pradesh shows that handloom weavers in District Kullu are more affiliated to Cooperative network, which has shown improved performance in their livelihood pattern.

**Table 2.6**

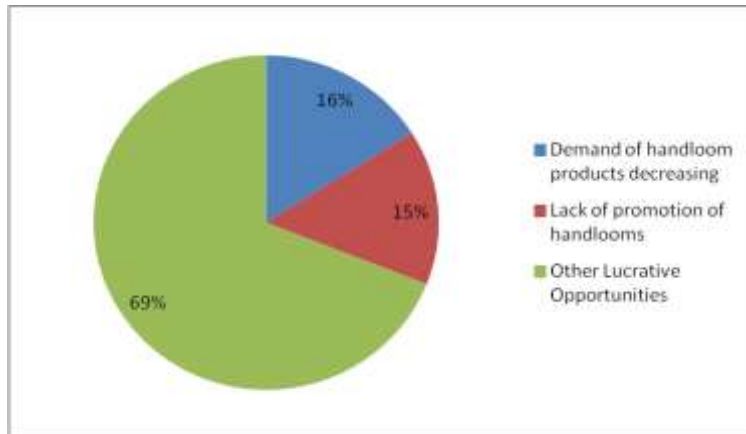
**WEAVERS MIGRATED DUE TO LIVELIHOODS**



The study on migration pattern indicated that most of handloom weavers from Kullu are migrated skilled population from other parts of Himachal/ outside Himachal. The local Kullu weavers have found other job opportunities, while handlooms production is survived from skilled weavers from other places.

**Table 2.7**

**Weavers Attitude towards Handloom Weaving**



Study on weavers attitude towards handloom weaving in Kullu, clearly indicates that Handloom, is no longer a choice for educated youth of Kullu, because he finds other lucrative opportunities in terms of livelihood, provided he is educated and he explores other options due to increase in tourism and infrastructure in district of Kullu.

**Summary of Primary Data**

- Most of the weavers are from age group of 20-40, in practically all districts, with the exception of Kangra, where weavers are from matured over 40 years.
- Younger generation particularly educated males are not keen to pursue career in handloom, females actually think of it as a suitable alternative.
- Handloom weaving is more overwhelmed by females in entire of Himachal Pradesh.
- Education level of weavers is low in entire Himachal, yet there is improvement in the case of Kullu.
- Almost 35% of weavers have not gone to class, while comparable numbers have accomplished essential training.
- Most of the weavers don't possess land, while Mandi has greatest no: of such weavers.
- Kullu dominates with more than 50% migrated skilled weavers.
- Handlooms' weaving is performing better in cooperative societies when compared to master weavers/ independent weavers / SHG's.

**Comparing the Social Economic Status of various districts of Himachal Pradesh using SPSS Software**

- Measurement of Socio-Economic Score on a maximum scale of 1 to 5  
Whole set of questionnaires were developed based on the GOI reports of handloom census and responses were got validated by panel experts comprising of academicians / persons from M/o Textiles from GOI / State Govt and based on their observations were measured on a scale of socio-Economic score of 1 to 5. Weavers of majority religion, higher education, general category, joint family, owning house, living in Pucca houses, owning toilet with higher incomes, ownership of land/ assets, house, awareness of banking, insurance and government schemes etc is considered on high status and marked a socio-Economic score of 5, as compared to weavers with no education, with lower class of society like backwards / SC /ST, with rented accommodation, living in Kutchha houses, nuclear family, with no toilet facility in their house and lack of awareness of banking and insurance/ government schemes etc are being marked with a score of 1.

**Data Analysis Technique: One-Way ANOVA**

**Hypothesis**

H<sub>0</sub>: Socio-Economic Status of weavers of Himachal Pradesh is same for different regions

H<sub>1</sub>: Socio-Economic Status of weavers of Himachal Pradesh is NOT same for different regions.

**Table 2.8**

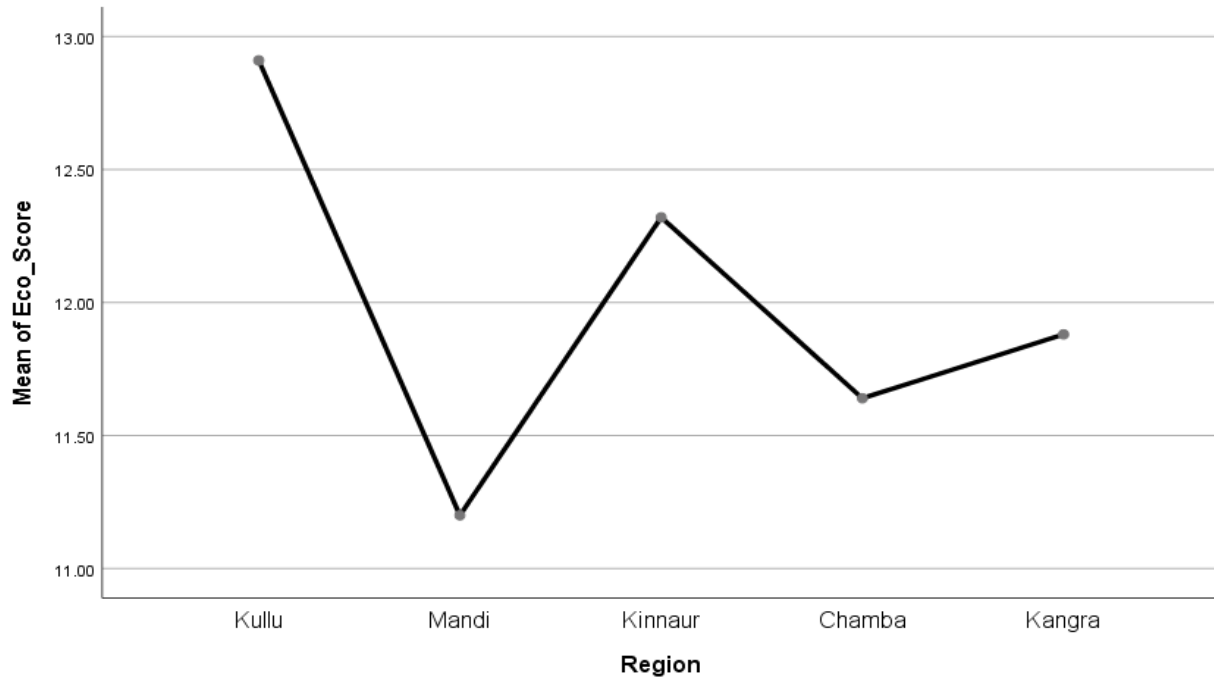
Descriptives								
Socio-Economic Score								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Kullu	100	20.6900	1.70972	0.17097	20.3508	21.0292	16.00	25.00
Mandi	25	18.0400	1.36870	0.27374	17.4750	18.6050	16.00	21.00
Kinnaur	25	19.2800	1.69607	0.33921	18.5799	19.9801	17.00	24.00
Chamba	25	18.6000	1.65831	0.33166	17.9155	19.2845	16.00	22.00
Kangra	25	19.0000	1.68325	0.33665	18.3052	19.6948	15.00	22.00
Total	200	<b>19.7100</b>	1.94288	0.13738	19.4391	19.9809	15.00	25.00

**Table 2.9**

Test of Homogeneity of Variances						
		Levene Statistic	df1	df2	Sig.	
Socio-Economic Score	Based on Mean	0.433	4	195	0.785	
	Based on Median	0.296	4	195	0.880	
	Based on Median and with adjusted df	0.296	4	188.297	0.880	
	Based on trimmed mean	0.443	4	195	0.777	

**Table 3.0**

**Means Plots**



**Table 3.1**

ANOVA					
Soc-Eco_Score					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	213.790	4	53.448	19.394	0.000
Within Groups	537.390	195	2.756		
Total	751.180	199			

Since the P -value for F-Statistic at(199 df) is less than 0.05, we reject the Null Hypothesis at 5% significance level; which led to the inference that **Socio-Economic status of weavers of Himachal Pradesh differ region wise.**

**Analysis:** To evaluate the awareness level of Weavers in different regions of Himachal Pradesh with regard to Government Scheme.

**Analysis Technique:** Non-Parametric Binomial Test

- **H<sub>0</sub>:** Awareness level of Weavers in different regions of Himachal Pradesh is good (Awareness Proportion  $\geq 0.6$ ) with regard to Government Scheme.
- **H<sub>1</sub>:** Awareness level of Weavers in different regions of Himachal Pradesh is Not good (Awareness Proportion  $< 0.6$ ) with regard to Government Scheme.

**Interpretation:**

**1. For Kullu:**

Since the P-Value for Binomial Test Statistic is less than 0.05, we have enough statistical evidence to reject the Null Hypothesis at 5% significance level.

It is therefore interpreted that awareness proportion in the region is less than 0.6 and thus is concluded that weavers in the **Kullu region are not much aware** about Govt. schemes.

**2. For Mandi, Kinnaur, Chamba & Kangra:**

Since the P-Value for Binomial Test Statistic is more than 0.05 (0.154 in case of Mandi & Kangra and 0.078 in case of Kinnaur & Chamba), we fail to reject the Null Hypothesis at 5% significance level.

Awareness level in all these cases may be considered more than 0.6 and thus is concluded that weavers in these regions **are aware** about Govt. Schemes.

**IV. FINDINGS AND POLICY IMPLICATIONS**

- The overall socio-economic status of handloom weavers in Himachal is not good, whereas the socio-economic condition of weavers of Kullu is better in national standards and Chamba, Shimla and Kangra is fairly better than the weavers of other districts.
- There is no dearth of skilled weavers in Himachal Pradesh as far as traditional products are concerned. The weavers of Kullu do have exposed to different products, designs, colours and materials and better skilled in comparison to other districts.
- Being a tourist destination, Himachal handloom has got tremendous potential being a tourist destination. Even though the handloom sector has not been on a declining stage, but it can survive and grow with similar interventions as done in case of Kull.
- With professional management of cooperatives, further integrating the supply chain, and skill upgradation and design intervention training to weavers, the handloom sector of Himachal can grow, compete and maintain her unique identity.

- Migrated weavers to Kullu from within the district, outside and even from other states are making a better earning in comparison to other districts because of regular job work, demand in the end market, product diversification and well organized cooperative.
- Better connectivity of Kullu district with major urban cities has ensured supply of raw material, establishment of processing and design centres.

#### V. CONCLUSIONS AND SUGGESTIONS

- Ways should be developed to promote cultural tourism and participation of weavers of Himachal Pradesh in it. (Like Suraj Kund Mela)
- Weavers should be given space in prominent tourist locations for direct selling of their produce.
- Wool being primary raw material for most of the weavers, small wool yarn processing centers need to be established.
- Promotional strategies: Societies should give more importance to promotional strategies and government should give promotion subsidy to well established societies.
- Government policy for protection of handloom weavers by way of strict implementation of GI for Kullu and Kinnauri Shawls is very much need of hour.
- Besides, using new technology through E Portals and tapping of exports markets for these products must also be evaluated, for long term survival of this industry which will not only provide employment to locals but also prevent migration to urban cities.
- Besides, using new technology of E-Portals and tapping of exports markets for handlooms must also be evaluated / promoted for long term survival of this industry which will not only provide employment to locals but also prevent migration to urban cities.
- Handloom mark: The Government should organize more awareness towards Handloom mark, to create unique brand image for genuine Handloom Products
- Quality in handloom products: To bring superior quality in handloom products, the pre and post loom process development should take place
- Finishing and Labeling of the product: Using various finishing techniques and product packaging for better marketing.
- Product Diversifications: Ways to reduce cost and improve design variations, using technical inputs from design and marketing experts may open new markets at national / international areas.
- Design Development and Product diversification training should be imparted on regular occasions to weavers of different districts.

#### REFERENCES

1. D. Srinivasa Rao, (2017). Problems of Handloom Weavers in Andhra Pradesh: A Study of Krishna District. *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 6, no. 11, pp. 01-08.
2. Chouhan, P., & Roy,(2017). A. Inter Block Disparity in Housing Deprivation: A case of Malda District of West Bengal, India.
3. Muneendra, N., & Prakash, N. R. M. (2016). The status of handloom industry in Andhra Pradesh. *Int. J. Res. IT Manag*, 6, 69-73.
4. Bari, R., Munir, A., & Khan, T. A. (2015). Status of Handloom Workers in Sant Kabir Nagar District UP A Case Study. *International Journal of Recent Scientific Research*, 6 (12).
5. Raju, G. N., & Rao, K. V. (2014). A Study on the Socio-economic Conditions of Handloom Weavers. *Journal of Rural Development*, 33(3), 309-328.

6. Kumudha, A. & Rizwana, M. (2013), "A Study on Consumer Awareness about Handloom Products with Special Reference to Erode District", *Journal of Marketing and Consumer Research*, vol.1, pp. 17-2.
7. Goswami, Jain (2014) -Strategy for Sustainable Development of Handloom Industry,|| *Global Journal of Finance and Management*, Vol. 6, No. 2, pp. 93-98
8. Singh (2014),-Handloom Industry in India: Problems and Prospects,|| *Journal of Business Management and Information Systems*,|| Vol. 1, No. 1
9. Tripathy (2009, December). Odisha Handlooms: Problems and Perspectives. *Orissa Review*, pp. 54-56
10. Mathiraj. S.P, & RajKumar.P. (2008,). Analytical study on Handloom products production and marketing. *Tamilnadu Journal of Cooperation*, pp. 69-73.