

THE PROBLEMS AND CHALLENGES OF THE HANDLOOM INDUSTRY–A CASE STUDY IN CHENDAMANGALAM, ERNAKULAM (DT.) KERALA**Aswani T D*¹, Dr. Shivashankar Bhat*²**

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ABSTRACT

The hand-weaving sector is one of Kerala's main traditional industries, an important part of the country's economy as well as its socio-cultural traditions. It is the second-largest provider of employment in the state after the agricultural sector, it has been sustained by transferring skills from one generation to another, depending on a large number of weavers and they are preferred as the traditional handloom industry as their livelihood. Consumers at the international level appreciate the craftsmanship in the products of the handloom sector. Despite such unique features, the industry comprises a small proportion of Indian exports in the global market, thus crying for efforts to promote and utilize full potential of the industry. The industry faces a large number of problems today despite its glorious past, it is striving for survival. This study highlights various problems and challenges faced by the handloom industry in the Chendamangalam handloom community. The study found that the main problems faced are lack of working capital, increasing price of raw materials, stiff competition from the power loom sector, lack of organizational capacity, and lack of policy support and it also indicates that the handloom weavers are not happy with the financial benefits of this particular qualified job, where they receive low income, there is a lack of government support in this regard. Their existence is inevitable and the government should take the necessary measures to improve their current financial situation to survive in the industry.

Keywords: Handloom Industry, Challenges, Raw Materials, Working Capital, Financial Benefit.

I. INTRODUCTION

The handloom industry plays a dynamic role in the Indian economy. This industry helps in creating the perfect work opportunity, especially for employees. In the case of Kerala in particular, the handloom industry plays a significant role in the state economy due to its vast working potential. The handwoven industries produce eco-friendly and energy-saving products, resulting in improved sustainable development. In the past, the rhythm of the handloom could be heard in every village. The skill and artistic ability of the weavers could be seen in their products. Most handloom weavers followed the hereditary method. The main weaving communities were Salias and Devangas. Today, despite its huge potential and prospects for growth, many problems and challenges are affecting the sector, especially in Kerala. The looms disappear one after another, and the number of handloom workers continues to decline. The sector is now dominated by the cooperative sector. Generally speaking, a cooperative society is a business organization in which a group or individual comes together for the common good. They join hands with the common goal of promoting their financial activities, such as the production, distribution, or marketing of products, and trying to ensure the welfare of their members. The main goal of a cooperative society is to serve people without making a profit. So, as those cooperatives in our society desperately need.

Kerala's handloom products are well-known for their intricate designs, exquisite workmanship, vibrant colors, and delicate texture. Over the centuries, most products have been made by family weavers and each has a unique story of how they were introduced into this particular business. Each of these weaving centers has its signature. Kuriappilly society is one of the oldest of the five Chendamangalam cooperatives in the region Founded in 1957. The Society has 158 members. fifty weavers are working on the looms in the manufacturing unit, while the rest work from home. Yarn and dye solutions are provided by the cooperative society itself. Weavers work from home and provide finished products to these societies.

OBJECTIVES

The main objectives of this study are:

1. To highlight the significance of the handloom industry in India.
2. To study the major problems and challenges of the handloom industry in Chendamangalam.
3. To suggest suitable remedial strategies for the healthy growth of the handloom sector in Kerala.

II. REVIEW OF LITERATURE

Greeshma (2001) It has been noticed that the handloom production disclosed a declining trend over the past 10 years. It has been detailed that the co-operative societies failed to guarantee a regular supply of yarn to weavers and were often controlled by a few entities.

Ajithan (2006) It was found that there are good possibilities for the handloom industry in Kerala during the post-globalization period, which is noticeable in the increase in handloom export from Kerala during that period.

Pillai (2007) The crisis in the handloom sector began due to the introduction of power looms and textile mills making the demand-driven market for handlooms to supply-driven market.

Suresh Kumar (2008). The handloom co-operatives in Kerala are in the grip of a crisis in terms of economic indicators such as production, marketing, and finance; and depend heavily on the budgetary support of the government for their survival.

Prem Sundar and J Kannan (2013) have analyzed the problems faced by women employees in the handloom sector only.

Dr. A Kumudha and Mrs. Riswana (2013) conducted a study on the promotion of handloom products with special reference to handloom weavers' cooperative society in Erode district of Tamil Nadu. They viewed that despite the role of the handloom sector as the provider of employment opportunities to a number of weavers in India, are faced with the challenging problems which paved the way for the falling number of handloom industry.

Anu Varghese * Dr. M H Salim (2015) focused on "Handloom industry in Kerala: A case study of the problems and challenges". In this study, they noticed that this industry is facing several problems. Today despite a very glorious past and huge possibilities for employment generation as well as contributing to the GDP of the state. Mainly this industry is facing competition from the power loom sector. This paper makes a critical study of the problems and challenges of this industry and suggests some remedial strategies and policy options.

Dr. Manoj P. K and Rajesh S (2015) have studied the condition of unorganized sector workers in the textile industry in the Malabar region of Kerala focusing on the challenges to industrial relations. They emphasized implementing legislative measures to ensure the welfare of the employees of the informal handloom sector.

Kumar S and Sulaiman(2017) The study highlighted the need for executing effective management information system (MIS) in this field and the significance of producing value-added products like apparel and suggested that the handloom sector should concentrate on those fabrics which require artisan and handcrafted work and low count yarn products which other sectors cannot produce and leave the production of plain finer cloth to power loom which can be economically produced by their operational efficiency.

Das (2018) in his study highlighted that although the handloom sector provides employment to a fairly good number of people, it faces problems relating to the product life cycle.

In spite of a number of macro-level studies on the textile sector and handloom sector, studies focusing on problems and challenges of the handloom industry in Kerala are limited. Hence this case study focuses on the above research gap by studying the problems and challenges of the handloom industry in Chendamangalam of Ernakulam District.

III. METHODOLOGY

The present study adopts the Descriptive Research methodology, based on both the primary and secondary sources of data. The primary data is collected with the help of a direct interview with the respondent to collect information about the problems and challenges of the handloom units in Chendamangalam taluk. Chendamangalam taluk has 158 handloom weavers out of which 150 weavers, the president, secretary and

other responsible functioning authorities from Kuriappilly handloom weaver's co-operative society have been selected for the interview. The interview was conducted in October 2021.

IV. RESULTS OF THE STUDY

Significance Of Handloom Industry in India

The handloom industry is unparalleled in its flexibility and versatility, permitting experimentation and encouraging innovations. The strength of Handloom lies in introducing innovative designs, which cannot be replicated by the Power loom sector. Thus, Handloom forms a part of the heritage of India and exemplifies the richness and diversity of our country and the artistry of the weavers. Handloom production has a significant contribution to the National GDP and export earnings. According to the Ministry of Textiles, export earnings as late as 1998-99 was Rs. 1,956 crores. Current figures are also estimated to be around the same figure. The handloom sector employs an estimated 12.5 million people and is the largest rural employment provider next to agriculture—generating jobs in semi-urban and urban areas of India as well. According to surveys conducted by various research institutions over the recent past, the country has more than 38,00,000 handlooms. In the northeastern States, there are more than 15,00,000 domestic handlooms. Handlooms in the north and south India are geared for commercial production for the domestic market and also exporting their products abroad (AMS, 2006-07).

The handloom sector had a remarkable change in the nature and structure of production, technology, and marketing since the late 1960s in response to the change in textile production and marketing according to the regional and local specificities. Equally important changes have occurred in the social life of the weaver communities shaping their survival responses. The factor that contributed to this change is the growth of power looms which recorded an unprecedented increase from 1.5 lakh in 1963 to 24.3 lakh in 2012. The direct impact of the power loom growth on the handlooms is that the addition of the power loom resulted in the displacement of six handlooms. Its impact could be seen in the gradual and visible displacement of weavers, a decline of their economic well-being, and loss of their independence in the production process. It is necessary to examine the changes in the organizational structure and the relations of production in the handloom industry to appreciate this process. Based on this the handloom sector can be divided into (a) Independent Weaver, (b) Co-operative, and (c) Master-weaver sectors. Independent weavers are those who carry on the production of cloth on their own, i.e., own the instruments of production, purchase raw materials from the market and produce fabric with family labor and sell the products in the local market or to traders.

Significance Of Handloom Industry in Kerala

The handloom sector in Kerala employs about 1.75 lakh of people directly and indirectly. The handloom industry in the state is concentrated in Thiruvananthapuram, Kannur, Kozhikode, Palakkad, Ernakulam, Thrissur, Kollam, and Kasaragod Districts. The Kerala Kasavusarees is praised by women all over India for their fineness of count and natural colors, texture, and golden borders. Kerala is also known for the manufacture of cotton handloom fabrics in Kannur, Vadakara, and Kozhikode and has captured an export market. For centuries, a majority of the product has been made by families of weavers, each with a unique story on how they were introduced to this special trade. Each such center of weaving has its signature characteristics and the state has three major weaving centers.

Chennamangalam in Ernakulam District is an important handloom center in Kerala and has been given Geographical Indication tags (GI tags) to give importance to their uniqueness in the Indian handloom sector. Here, the weavers are producing the Double Dhoti, Mundu, and Neriyaathu, handloom cotton saree, and dupatta. Chendamangalam weavers are well renowned across the world. Along with Kasaragod and Kannur saris, each of these places forms the vanguard of the handloom revolution in Kerala. The array of handloom fabrics woven in Chendamangalam is much the same as what one finds in Balaramapuram, but with less emphasis on kasavu patterns. Instead, the typical Chendamangalam mundu or settu mundu has coloured borders with a matching colour stripe, with only small amounts of kasavu for ornamentation. Like in other parts of Kerala, weavers in Chendamangalam were under the official patronage of the feudal family of Paliam, who served as the chief ministers for the Rajas of Cochin. In terms of the actual process, Chendamangalam textiles are woven on frame looms, and their texture is slightly heavier than what one would find in the same types of fabrics from Balaramapuram.

Kuthampully in Thrissur District is also well known for handloom fabrics is famous for its kasavu double dhoti, veshti, and set mundu. Kuthampully weavers have their roots in the Devanga Chettiar community from Mysore. They came under the patronage of the Kochi royal family and originally had woven fabrics exclusively for the members of the palace. The 'Kasavu Sarees' which are being produced here is mostly with half fine Jeri. Middle-class people would like to purchase this saree because of its cheapness. The price of a saree can be reduced from Rs.5000 to 1000 by using half fine jeri instead of pure Jeri. While Balaramapuram and Chendamangalam are known for traditional designs for Mundus and sarees, Kuthampully sarees are the most visible style outside the state. These sarees are quite popular in Kerala as well, given the variety of jacquard designs that they are typically ornamented with – setting them apart from sarees woven elsewhere in the state. Since Kuthampully sarees are typically woven using half-fine zari, this keeps down on the cost of the final product and adds to its popularity. Another uniqueness of this design is that the kasavu border does not extend all of the ways to the border, and this gap is white and the sarees woven here are generally off-white, owing to the use of undyed cotton yarn.

Balaramapuram handloom units trace its past to about 300 years ago, perhaps the tradition of weaving in Balaramapuram owes its patronage to the royal family of Travancore, which dates back to the end of the 18th century when Maharaja Balarama Varma brought weavers from what is now Valiyur in Tamil Nadu to weave clothing for the royal family. Balaramapuram, in the Thiruvananthapuram district, is the most historically important place for handloom fabrics and one of the oldest handloom centres in Kerala. The weavers belonging to Saliyas were migrated from Nagar coil and Tirunelveli in Tamil Nadu during the time of Balarama Varma before 250 years. Here they produced superfine 'Mundum Neriyathu; for the need of a royal family. Still, they are in existence and carry an important part of the total production. The technique of producing the superfine fabric spread from them to the local weavers in Balaramapuram and the surrounding places. Initially, they were producing 'Mundu' for men with 0.4cm of the width of 'kara' (cross border) with black garn. Before 100 years the Jeri from Surat takes to Balaramapuram and 'Kasavu Sarees' production was started. Traditional Balaramapuram textiles have a gold zari border and usually a simple zari stripe at the end, and are typically woven from natural cotton yarn. Recently, experiments have been done with the patterns, such as weaving the same designs using coloured yarn for the weft, and the increasingly popular mural painting sarees – where fabric paints are used to recreate traditional Kerala temple art on the pallu of the saree. Given the lightweight and coarse texture of the cotton fabric, these textiles are ideal for the warm and humid climate in Kerala.

Problems Of Handloom Industry in Chendamangalam Handloom Unit

It is found from the study that the handloom sector in Chendamangalam taluk faces the following problems and challenges.

Production Related Problems

High cost of raw material: In recent years, there has been a fluctuation in the prices of yarn on account of sharp fluctuation in the prices of cotton. There have been occasions of shortage of cotton domestically, which can be attributed to low levels of domestic production coupled with augmentation in exports. This has led to an escalation in the domestic prices of cotton. This creates difficult circumstances for the weavers, who then have to forgo profitability, to maintain capacity utilisation. The variations in the prices of raw materials have led to serious negative consequences and a decline in the production of handloom products. The rising prices of cotton hank yarn made the handlooms vulnerable. The fluctuating nature of prices of yarn imposed great hardship on handloom weavers. The handloom cooperative sector disinclined to continue production, thus finding them out of work, the weavers were pushed into starvation.

scarcity of raw materials: Despite India being the leading producer of cotton in the world, the yield in production remains low. Easy availability of yarn at reasonable prices remains a persistent problem for weavers across the state. Non-availability of yarn leads to the steep rise in cotton yarn prices without a corresponding increase in handloom product prices made the production of handloom decline in the handloom unit, destroying the livelihood of handloom weavers and laying off handloom wage workers. (NHDC, 2006-07). Again, the ineffectiveness of the co-operatives in ensuring a regular supply of the raw materials has forced the average weaver to prefer to work for the other sectors. As a consequence of this, one among the five handloom units of the chendamangalam handloom cooperative society, which once had a successful record, have been rendered non-functional.

Underutilisation of installed capacity: it is very disappointing to observe that its performance has not been satisfactory. chendamangalam unit landed in sickness have become a grave concern to the weavers. This situation is attributable to the complex problems arising in the area of finance, production, marketing labour, which has resulted in the underutilisation of installed capacity. It is the outcome of lack of sufficient demand for the products, severe internal and external competition, shortage of labours, scanty financial resources, non-availability of raw materials (SU, L. S. (2020) [5].

Inadequate design and product development: Product development encompasses looking into the possibilities of new weaves, textures, new combinations, etc. The designs made by weavers on their own are mostly outdated, unappealing, and fail to satisfy the needs of customers. To survive in the present scenario of intense competition, attempting to highlight creativity and innovation in designs will be critical. It is necessary not only to remain competitive but also to survive in today's context.

Labour Shortage: In chendamangalam handloom sector, it has been noted that the younger generations of handloom weavers do not prefer weaving as a profession. As the wages being offered to the weavers are considerably low and the volume of sales is scanty and irregular, the prospective younger weavers refrain from adopting this occupation. They want a better lifestyle and are looking for better employment opportunities in and outside Kerala. This has led to a shortage in the number of weavers in the chendamangalam handloom sector. The displacement of the existing men weavers to the job of shop assistance, construction works, etc. and women weavers to beedi making, tailoring, etc. leads to the increase in the momentum of labour shortage, as the skilled handloom weaving is found to be less attractive due to low wages and continual insecurity.

Lack of technology up-gradation: The basic requirement for the development of the industry is a constant technical improvement. Traditional methods of weaving are largely practised by the handloom weavers, without any application of technology that makes the handloom cloth more durable but at the same timeless attractive to the consumers because of the least cost- competitiveness. The looms employed in the manufacture of handloom units are worn out and unproductive and the handloom weavers must acquire new looms and maintain the old ones. The utilization of technology that can enhance labour productivity can improve the price competitiveness of handloom products, thereby boosting their sale.

Lack of credit availability: The two primary credit-related issues faced by handloom sectors are the lack of access to credit and the expensive cost of credit. The cost of availing of credit is exorbitant and the build-up of debts by the handloom cooperatives worsens the situation. The majority of the weavers relied on heads of the cooperatives and money lenders for the provision of credit. The reasons behind the banks being constrained to lend to the sector include lack of recognition regarding the potential of the handloom produce and also the lack of awareness associated with the schemes for the welfare of the weavers.

Unorganised nature of the industry: The handloom production pattern is mostly dispersed and decentralized. They operate on a small scale and are generally owned locally, without any clarity regarding the legal status. Primarily a household industry, the weavers are unorganized in which the entire family engages. Thus, the fragmented and unorganised features of handloom units stagnate the growth of the industry.

Lack of information on schemes: The handloom weavers are generally ignorant about the various schemes implemented for their welfare, acting as a significant deterring factor in the development of this sector. Furthermore, many government departments and executing agencies also experience inadequate awareness and knowledge, making policy formulation unproductive because of no implementation.

Marketing Related Problems

Increased competition from power loom and mill sector: Competition from power looms is a chronic problem. The power looms, by nature of their production organization can offer products at a lower price. It is possible due to the difference in technology. Power loom production requires less number of labourers and the time consumed in the production of cloth when produced by handloom is substantially higher as compared to the time involved in the power loom industry. The cloth produced by the power loom industry is cheaper and the delivery is faster. Due to the higher prices of handloom products, a very limited section of the society can afford to buy the handloom products, and a relatively larger section opts for the power loom fabrics. Rapid technological up-gradation and automation in the modern textile industry have led to a high volume of production of a variety of quality synthetic and cotton textile items, penetrating the market, the handlooms had to face stiff competition from power looms.

The addition of one power loom resulted in the displacement of six handlooms. The result of the power loom proliferation makes the gradual and visible displacement of the weavers, a decline of their economic well-being and loss of their independence in the production process. (Sankaran, 2009). Today power looms dominate textile production in India and has encroached upon the handloom sector's traditional market. Many handloom weavers do not have enough raw materials and it is because the raw material is being diverted to power looms. (AMS, 2006-07).

Competition from rivals: There was an illegal encroachment of handloom markets through perfect imitations of handloom products by power loom products. this also affects the market of handloom products.

Exploitations by intermediaries: The handloom co-operatives are a major segment accounting for a large proportion of weavers. The entry of vested interests and their increasing use as channels of political ascendancy by the community elite drifted the handloom co-operatives away from their true purpose. the increasing political and governmental interference, development of bureaucratic tendencies, and corruption hampered their functioning.

Lack of direct selling: In the chendamangalam handloom society, weaver produces cloth by employing wage labour. the weavers work for cooperatives. The co-operatives market the product either directly or sell it to traders. Two types of production practices can be seen under this system. (i) Putting-out system or domestic system, the weavers work at his home on his loom using the raw materials supplied by the master weaver for a piece-wise wage. The entire family of the weaver is involved in the production process – with the adult members engaged in weaving and the aged and children helping in the preparation of accessories. (ii) In the factory system, the weavers work on the looms provided by the handloom co-operatives under one roof.

No access to getting direct feedback: The weavers of handloom products do not have an opportunity to receive direct feedback from customers and are unable to access the type of demand forthcoming from the market. As a result, they continue to produce traditional designs without having any incentive to attempt innovation in their style of production and engage in the novelty of designs, texture, and colours.

Limited financial resources: The majority of the handloom units have limited financial resources to spare to put even simple marketing concepts into practice. Many of them are faced with a multiplicity of problems. If improvements are provided to their current problems and sincere efforts are made to change the marketing culture in which they are operating, can enable the handloom market to increase the sale of their products and thus increase the overall market demand for their products which will increase their market share.

Seasonal demand: Onam is one of the busiest seasons for weavers where production increases and demand is high. Co-operative societies are experiencing decent sales during the festival seasons. With no seasonal markets organised for two years due to the pandemic situation, huge stock of handloom textiles is remaining piled up in the industry.

Lack of consumer awareness about the product: Customers are unable to distinguish between the product produced by the handloom sector and those produced on power looms. This has been a major constraint in the development of handloom products and it is of supreme importance to render knowledge to the customers about the exclusiveness of the handloom products.

V. SWOT ANALYSIS

Strength

- The regional specificity and speciality of their products are determined by the historically inherited community skills, techniques, and designs and tuned to the local traditions, cultural practices, and community needs.
- India has been known as the land of Cotton, occupying 1/4th of the total land on cotton cultivation.
- Exclusive products with traditional technology and exquisite designs not replicable in power loom. It is the perfect blend of both tradition and modernity with inherent heritage.
- Large skilled, semi-skilled workforce in the sector.
- Little or no demand for electricity.
- Diversified products.
- A good cooperative base.

- Resistant to the industrial setback.
- Usage of natural dyes.
- Strong brand name.
- A widely recognized market and an attractive customer base.
- Cost advantages.
- Customer-friendly and eco-friendly products.
- Huge range of coloured products beyond the spectrum.
- Exquisite design with handcrafted finish and expression of heart and soul of the weavers.
- Both full and leisure time activity.
- Adorned with a high sense of ethical and aesthetic qualities.
- The craft is cultured-based and tradition-oriented.
- High level of value addition by the handy process.
- Decentralised and widely dispersed.

Weakness

- Inadequate raw material provision to weavers throughout the year.
- Lack of market intelligence, managerial talent.
- Slow process on product diversification and innovations.
- Rigidity of weavers to make a change over on existing product.
- A Large number of non-viable organizations and mediators in the handloom sector.
- No control on overheads, pricing, heavy inventory, damaged stocks, etc.
- Interference by political systems.
- Modest intervention of government and improper implementation of government policies.
- Exploitation by money lenders.
- Lack of advertising and promotion strategies.
- Obsolete technology and facilities.
- Subpar profitability, no cost control measures.
- Weaker dealer network than key rivals.
- Lack of adequate global distribution capacity.
- Short on financial resources.
- Lots of underutilized plant capacity.
- Not attracting new customers as rapidly as rivals.

Opportunities

- Good domestic market and scope for the export market.
- Government policies in favour of the sector.
- Institutional finance through NABARD.
- Implementation of Cluster Development Program.
- Service through WSC, IIHT, NHDC, Textile Committee, and HEPC, etc.
- Opening of Banks for Raw materials and designs.
- Implementation of welfare schemes like Work-shed, MGBBY, HIS, etc. Tanusree, S. (2015)[9].
- Attention of government on non-tariff barriers like eco-friendly regulations, defining work ethics, labour ethics including minimum wages act, etc.
- Expanding its products to meet the broader range of customer needs.
- Using the internet and e-commerce technologies to reduce costs.
- Opening to take market shares away from rivals.

Threats

- Migration of weavers to other trades.
- Imitation of products and design by power loom industry.
- Import of goods at a cheaper price after globalization.
- Decrease in cotton cloth consumption.
- Income level of weavers is going lower day by day.
- Closure of government rebate schemes.
- Poor level of coherence among rural institutions.
- Entry of the fraud competitors.
- Loss of sales to substitute products.
- Increased competitors lead to a decline in profit margins.
- Slowdown in market growth
- Growing bargaining power of customers.

VI. SUGGESTIONS AND CONCLUDING REMARKS

This study was conducted in Chendamangalam handloom cooperative society, Paravoor in Ernakulam district of Kerala. The study revealed the various problems and challenges faced by the traditional handloom industry in the area of production, marketing, and finance. The handloom industry faces stiff competition, particularly from the power loom sector and mill. The important problems and challenges faced by the industry from the area of production were arisen due to the scanty raw material availability and volatility in price, lack of innovative designs and product development, obsolete technology, shortage of labour, and lack of credit availability. The marketing-related problems of the industry are constituted by the increased competition from the power loom and mill sector, limited financial resources, lack of direct selling, and lack of consumer's awareness about the product. To retain its market share and also to enter new market segments the handloom sector needs some well-thought-out and articulated remedial strategies. Some such meaningful measures, derived based on the foregoing analysis are noted below:

- To make the handloom industry more productive, a raw material bank may be established where all kinds of inputs for handloom weaving are made available for effective and timely distribution to weavers.
- The state government can also provide some incentives like tax exemption, free electricity and water supply for a specified number of years, etc. to encourage private entry in this field.
- The products are to be developed, by the taste of target customers in the domestic and export markets thus by establishing functionary centres which will collect market facts of customer's choices on products, specific market characteristics, and price trends, and distribute this information among the Weavers Co-operative Societies.
- The pending payments (like subsidies, rebates, etc.) to weavers and other workers in this industry need to be fully paid to motivate them to put in their full potential.
- Cost competitiveness of this industry segment, at present, is very poor. This in turn affects the profit margins and sales of the product. Stricter measures to control cost through adoption of advanced technologies, engagement of trained and skilled staff, etc.
- Specialized training needs to be given to the handloom employees for the meaningful marketing of handloom products through cost-effective distribution channels.
- Government should encourage the government-owned enterprises to purchase handloom products. It should insist on government employees wearing such garments at least once every week to boost the demand for such products.
- The handloom industry needs a good branding system to maintain the quality and uniqueness of the handloom products; and to prevent the entry of power loom products camouflaged as handloom products in the markets.

- The study also finds that the financial support from the side of the Government is very limited. The immediate intervention of the Government is inevitable for the survival of these handloom weavers.
- It is necessary to take Certain measures to restrict the flow of fake products in the name of "chendamangalam Kaithari".
- Effectively Administer the programs introduced by the government and also make sure that the employees get the benefits of the programs.

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