

Introduction : The handloom weaving industry plays a very imperative role in the India's economy. In case of employment, it is the second largest sector next only to agriculture. This sector reports about fourteen per cent of the total cloth produced by the country. 'A strong and diverse raw material base, cheap labour, an ever-growing domestic market and relatively better technologies are the key strengths of the Indian handloom sector that have resulted in such a pronounced prominence of this industry.

Objectives :

- To study the skill development training of handloom weavers.
- To study the livelihood prospective of weavers through this project.
- To estimate the future marketing prospective of handloom product after 2 years.
- To analyze the weaving pattern of the clusters.
- To find out the problem and prospect of the cluster.
- To study the schemes and available marketing strategies in competitive environment of handloom project of three different centres.
- To suggest possible strategies for intervention based on field experience.

Research Methodology :

- The Methodology applied for the study was semi structures questionnaire, personal interview of weavers and focus group discussion both qualitative and quantitative finding.
- The primary data were collected directly from handloom weaving units operating in three (3) Panchayat in Dhanbad. The sample primary data are collected from around 70 handloom weavers. For this purpose an interview Schedule/questionnaires was prepared for obtaining necessary information.
- In marketing prospective of handloom product to know the demand of handloom product questionnaires was prepared for shopkeepers view about demand and supply relation.

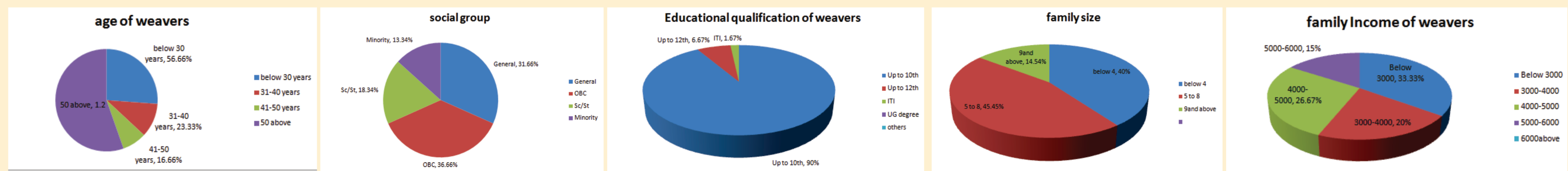
Scope of the Study:

- Through this project I would study the various methods of skill Development tool and techniques.
- This project would be also for an effective tool for livelihood opportunity creates for rural people.
- This project would be also for an effective tool for women empowerment.

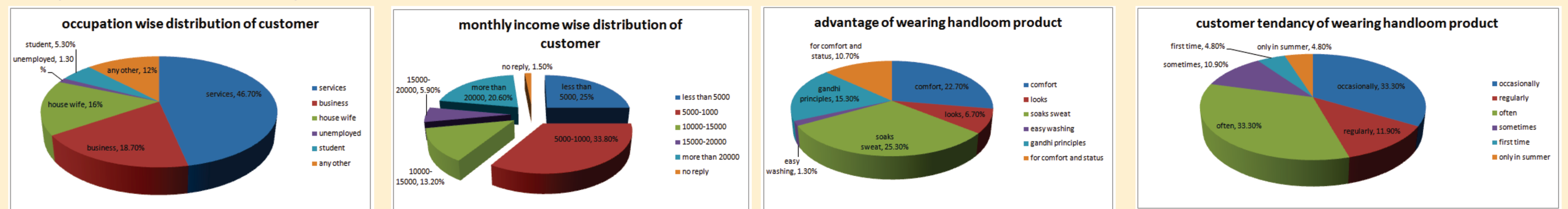
Project plan and Approach :

- Formation of women Groups each with thirty (30) members.
- Training of the identified groups will be imparted by Master Trainer appointed by JHARCRAFT.
- At the end of the training period of sixty days (60) , the trained women group will work as a producer team.

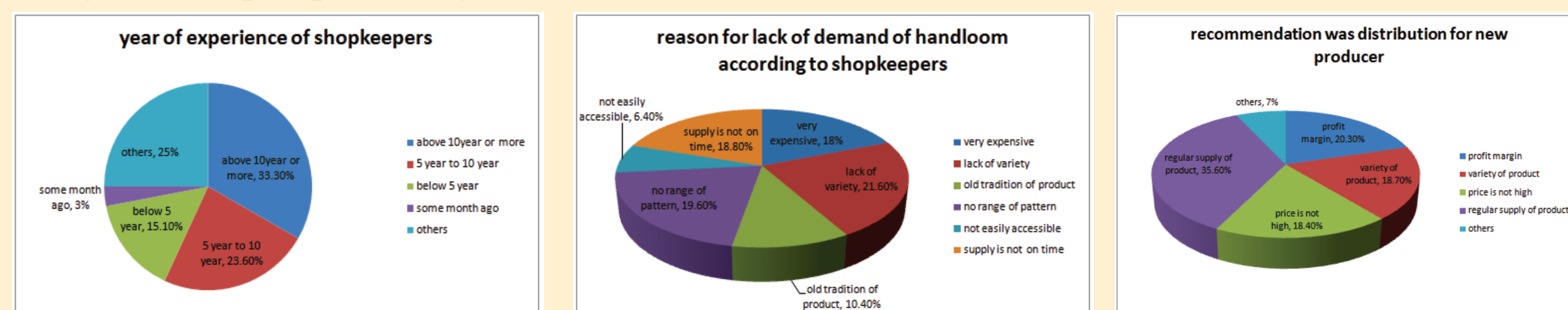
Analysis of Weavers Survey Data:



Analysis of Customer Survey Data:



Analysis of Shopkeeper Survey Data:

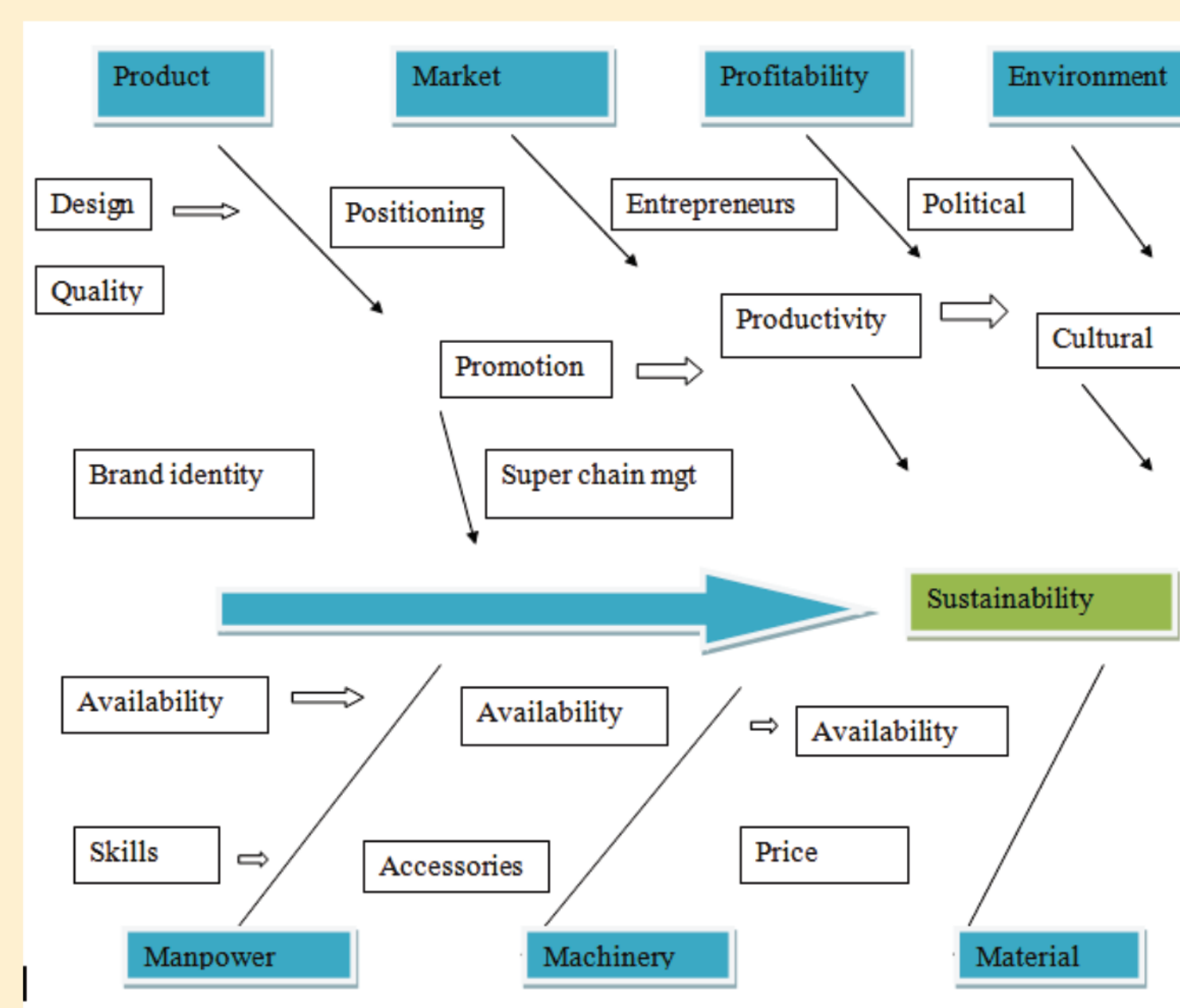
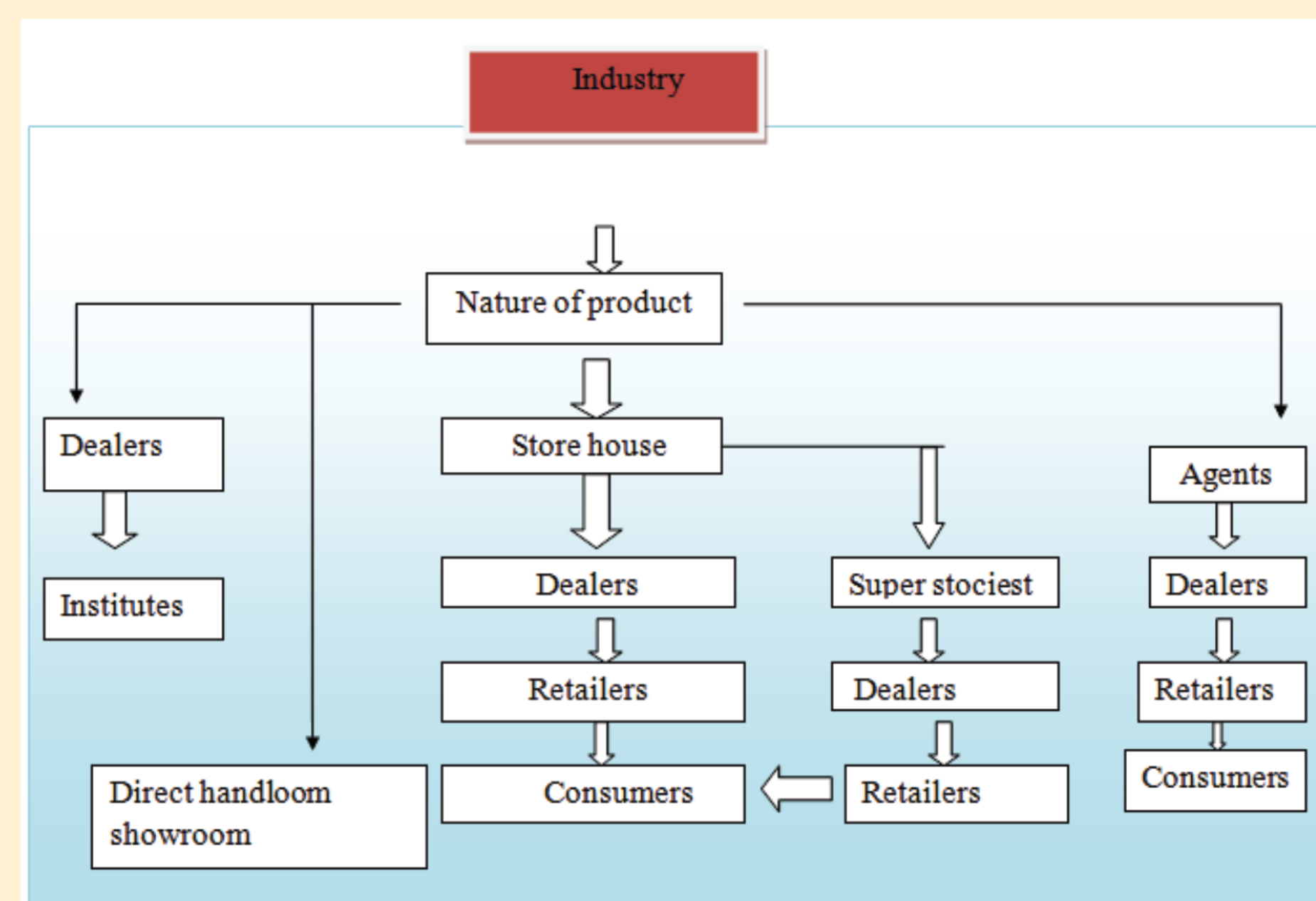


Marketing Strategy :



Marketing Viability :

Handloom evolved from here as people took to it willingly for its affordability and quality. Slowly, it started to become a style statement of politicians and journalists.



Suggestion & Conclusion :

- Motivation of weavers done properly time to time.
- Basic facility like- water, bathroom and fan are to be improved.
- One more trainer should be provided in each training centre.
- Tries to improve technology & build wending machine.
- There is need for provide training of weavers like marketing prospective, management & leadership.
- Try to select some product for future prospective and trained the worker according to them.
- Mini exhibition in the provinces buyers/sellers meeting.
- Try to introduce IT in management designing.