

**Summer Training at
Bharat Coking Coal India Limited,
Jharkhand**

**Marketing Viability of the Product of Handloom Weaving Project Running
Under CSR Sustainable Development- BCCL**

**By
Barunesh**

**Under the guidance of
Dr. Goutam Sadhu**

**MBA Rural Management
2015-2017**



**School of Rural Management
The IIHMR University, Jaipur
2016**

CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Mr. **Barunesh** student of **MBA in Rural Management, 2015-17** from the IIHMR University; Jaipur has undergone summer training at **Bharat Coking Coal Limited** from **16th April 2016 to 4th June, 2016**.

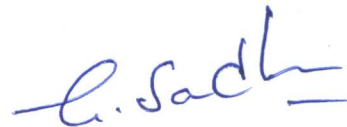
The candidate has successfully carried out the study designated to him during summer training and his approach to the study has been sincere, scientific & analytical.

The internship is in fulfilment of the course requirements.

I wish him all success in future endeavours.



Col. (Dr.) Ashok Kaushik
Dean (Academics & Student Affairs)
IIHMR University, Jaipur



Dr. Gautam Sadhu
~~professor~~ **Associate Professor**
IIHMR University, Jaipur

भारत कोकिंग कोल लिमिटेड *एक मिनी रत्न कम्पनी* (कोल इंडिया लिमिटेड का एक अंग) कार्मिक निदेशालय कॉ० प० सं० : U10101JH1972GOI000918 सतत विकास विभाग कोयला भवन, कोयला नगर धनबाद – 826005 (झारखंड)		BHARAT COKING COAL LIMITED <i>*A Mini Ratna Company*</i> (A Subsidiary of Coal India Limited) Personnel Directorate CIN : U10101JH1972GOI000918 Sustainable Development Department Koyla Bhawan, Koyla Nagar Dhanbad- 826005, (Jharkhand)
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Ref. No. : BCCL/HOD(SD)/16-17/ 51

Date : 04-06-2016

TO WHOM IT MAY CONCERN

This is to certify that in accordance with the letter no. BCCL/GM (HRD)/VT-22/2016/1882 dated 16.04.2016 issued from HRD department, **Sri Barunesh**, Roll no. 0001, student of **Rural Management Department, IIHMRU, Jaipur** has completed his six weeks training on Marketing Viability of the Product of Handloom Weaving Project Running Under CSR-Sustainable Development Activities of BCCL successfully at Sustainable Development Department. During his training period, commencing on 16.04.2016 and ending on 04.06.2016, **Sri Barunesh** reported his presence on every working day.

I wish every success in his life.


(Dr. S. C. Prasad)
HOD (S D)

ACKNOWLEDGMENT

Words are indeed inadequate to convey my deep sense of gratitude to all those who have helped me in completing this summer project to the best of my ability. Being a part of this project has certainly been a unique and a very productive experience on my part.

I would like to thank **BCCL**, a subsidiary of Coal India Limited for providing me an opportunity to work with them. The support and the environment provided to me during my project was more than what anyone would have expected.

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I would also like to thank **Dr. S.C.Prasad**, HOD, Sustainable Development Department, without him I would not be able to perform such a delightful job.

I would also like to thank my mentor and Dean of Rural management **of IIHMR University**, Jaipur **Dr. Goutam Sadhu**, who has given me the permission for do summer training in **BCCL** and very thankful to all professors of **IIHMR University**, Jaipur for their useful guidance and advice.

I wish to express my appreciation to all those people with whom I worked or interacted and whose thoughts helped me in increasing my knowledge and understanding of working in an organisation and field work.

And last but not least I would like to thank all people involved in the training who helped me in accomplishing it in such a wonderful way.

Place: -

Signature

Date:-

(BARUNESH)

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1. Introduction

1.1 About Dhanbad

Dhanbad is a city in the state of Jharkhand, and is also known as the “Coal Capital of India”. Dhanbad is the 79th fastest growing city in world. As per census 2011, the population of Dhanbad was 2,684,487 of which male and female were 1,405,956 and 1,278,531 respectively. The average literacy rate of Dhanbad in 2011 was 74.52. If things are looked out at gender wise, male and female literacy were 83.81 and 64.29 respectively. With regards to sex ratio in Dhanbad, it stood at 909 per 1000 male according to census 2011. As per 2011 census, 41.87% population of Dhanbad district lives in rural areas of village. The total Dhanbad district population living in rural areas is 1, 24,093 of which male and females are 581,956 and 542,137 respectively.

1.2: About coal India

Bharat Coking Coal Limited (BCCL) is a subsidiary of Coal India Limited, a Maharatna Company. The company is operating in 12 administrative areas in Jharia Coalfields encompassing around 226 peripheral villages mainly in the District of Dhanbad, Jharkhand and in some part of West Bengal. The Strategic CSR of BCCL states that the company’s main objective is to improve the quality of life of people living in and around its command areas. Towards achieving this objective and to understand the interest levels of the local community, BCCL has undertaken a departmental need based baseline survey cum Skill Gap Analysis study at some locations. The recommendations from the study would form the basis for the design and deployment of the various skill development initiatives which are under planning stage. Since January’2016, BCCL has been deeply involved in fruitful involvement in improving the quality of life of the people in rural areas of BCCL through intervention in skill development through imparting self-employment linked skill development training among the women especially belonging to weaker section of the society. The notion behind such initiative is to facilitate self-employment among women through their skill development and generate income to meet the bread and butter problem for their families inter alia other improving quality of life including education level in their families. Here, it is to mention that BCCL has been successfully running skill development programmes on Handloom Weaving with the help of JHARCRAFT as the implementing Agency of the Project since January 2015. Company has been successful in creating some milestones and inspiring hope in this direction in the community and media at large which are now helping in awareness and self-propaganda of such works of BCCL among the people.

1.3 About Handloom

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. From the early 19th century, handloom industry has been started to decline and lost its market due to industrialization. Industrialization took place in the traditional handloom industry of India when trade liberalization and market liberalization came in existence. **Roy** stated that 'Handloom weaving occupies a key place in debates about Indian industrialization which tends to be identified with the rise of mechanized factories. Artisans have a marginal role in this narrative. In other view, artisans, particularly handloom weavers, even represent a de-industrialization. Decline and transformation was a worldwide phenomenon in the nineteenth and early twentieth century in the artisan group'. Increasing use of capital-intensive technology and competition with power-loom cloth are typically the chief characteristics of industrialization. Since that time weaving faced a competitive market with the upcoming new technologies and foreign manufactured products. As a result, the power-loom came in dominate and Indian handloom industries tried to adapt in terms of changing conditions of the nineteenth and twentieth century's, because, industrialization in one part of the world imposed large uncompensated costs upon another. In recent years, the power-looms comprise an industry of considerable proportions. The official data shared that power-looms have increased from 37 per cent in 1980 to 68 per cent in 1995 in India's total textile production¹. Increasing use of power-looms had influenced on the handloom market. According to Roy 1.7 million power loom units had employed 8 million workers in the year 1997. This ratio shows that this employment is more than 20 per cent of all industrial wage labour in India. Thus, the modern power loom industry is the most significant form of industrialization in India and unquestionably one of the world's largest industries.

Besides this, production system and capitalistic control is another reason behind the decline situation of handloom. The capitalism is another feature of Industrialization. The capitalist merchant wanted to produce larger quantities and to control over the increasing number of labourers. The mode of organization and control over labour process has changed with growing of capitalism. It means under a merchant or mahajan or capitalist system, where the instruments of production possessed by the weavers and the capitalist advances the circulating capital (the wage fund and raw material). The weavers work only for wages. The wages are gradually turned down. The drop off in wages and wage labour system that causes alienation from the traditional handloom industry. Herewith, increasing price of raw material is also affected the handloom

market. The handloom weavers are no longer stay with handloom and they shifted to other jobs. Thus, technological change (power-loom), low wages and rising price of yarn (raw material) have adversely affected the handloom sector as well as handloom weavers.

The Handloom Sector is one of the largest unorganized economic activities after agriculture and constitutes an integral part of the rural and semi-rural livelihood. Handloom weaving is largely decentralized and the weavers are mainly from the vulnerable and weaker sections of society, who generally weave for their household requirements.

Overview of fabric production

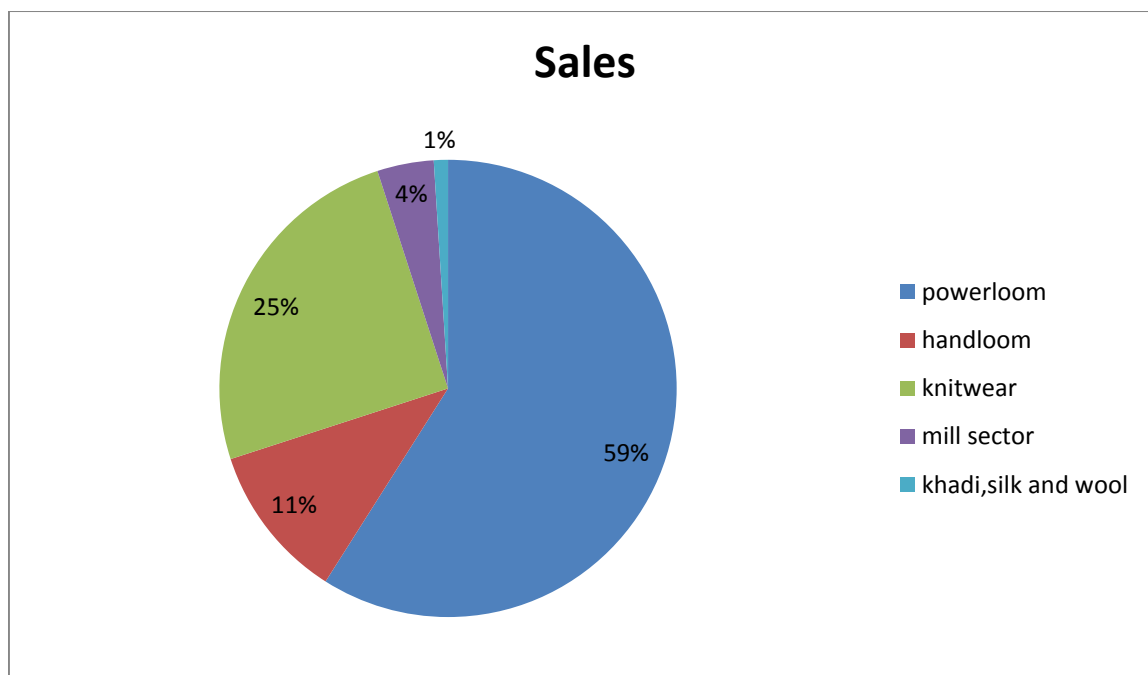


Table 1. Overview of fabric production (Source: Ministry of Textiles)

The handloom sector, being labour intensive, provides livelihood to 4.3 million weavers and ancillary workers. The industry has grown over decades owing to its inherent strengths like flexibility of production in small quantities, openness to innovation, low level of capital investment and immense design possibilities. Today, handlooms accounts for nearly 11% of fabric production in India and contributes Rs. 2812 crores to exports in 2012-13.

2. Literature Review

Bhadouria (2012) in her study analyzed the problems affecting the handloom industry. The study examines the three major problems viz... Shortage of raw materials, lack of proper financing and marketing insufficiency of the finished products as well as competition with other sectors. It is found from the study that handloom industry is facing lot of problems in procurement of raw materials, lack of proper financing and marketing insufficiency of the finished products. Kumar et al., (2009) in their study on strategies to improve sales of handloom products with special reference to Puducherry primarily aimed at understanding the local market and secondly to develop a marketing strategy for Handloom exporters in Puducherry. The respondents were customers and the exporters in Puducherry state. The study revealed that the customers prefer to buy from retail outlet. The study suggested that customers prefers brand name for Handloom Products and hence the handloom products has to be sold with exclusive brand name. Mathiraj and Rajkumar (2008) made an analytical study on Handloom products-production and marketing narrated the production related problems of the handloom weaver's societies and reviewed the marketing process carried out by the weaver's societies. It was found in the study that the societies in Ramanathapuram district are facing problems like wide fluctuation in yarn price, lack of availability of skilled labour force. It is also suggested that the production pattern, sales design may be formulated to expedite the handloom products in the market. He also suggested that modernization of handloom industries can be made with a moderate cost to ease down the problems of weavers. Annapurna (2006) stated that despite many anticipations of its decline, the spirit of the handloom market in India demonstrates an inherent quality of the product as well as the many intangible associations it carries for its customers. The study deals that the exhibition marketing allows producers to produce product at own space by controlling their routine production cycles and to gauge customer preferences. It is also stated that buying the products in exhibition becomes an experience than a day exchange, through which the human dimensions of craft production is carried over in to the market transaction. Ghosh and Akter (2005) studied the factors affecting the Handloom Sector in Bangladesh. The study is analyzed by using factor analysis in order to identify the predominant factors which hit the Handloom industry in Bangladesh. It is identified that shortage of working capital, high cost of raw material procurement, lack of organizing capability, inadequate technology and efficiency, and lack of policy support are major forces which are bitterly hit the handloom industry. It is suggested in the study that the Government monitoring cell under Handloom Board of Bangladesh has to monitor activities of those wholesalers and retailers who are engaged in selling raw materials for handloom products to prevent any unfair advantage. Abdul (1996) in his study stated that the withdrawal of several subsidies so far enjoyed by the handloom sector and especially by winding up the Janatha cloth scheme which not only provided cheap cloth but also employment to the vulnerable section of weavers, the old and low-skilled, the new economic

reforms have contributed to the worsening of conditions in the handloom sector. Srinivasulu (1994) in his study stated that handloom sector is seriously threatened by the unequal competition from power looms, the survival of the handloom sector and of handloom weavers has been put in danger by sharp rise in prices of yarn and dyes.

3. Background of this project

Handloom Weaving Training Projects in peripheral villages of BCCL at different locations namely Mukunda, Alakdiha, Gareria, Panchmohali and Nootangram whereas the Pilot Project has to be executed first at Mukunda village. Project period for these Weaving Projects will be two (02) years after which the projects with looms, accessories and raw materials will be handed over to the beneficiary groups for carrying on their livelihood at their own. Through this initiative company has offered opportunities to the target group to empower women beneficiaries and to generate long term self employment opportunities for them.

Handloom Weaving Training Project, Mukunda was started in 2015 and 20 identified women belonging to weaker section of society and hailing from Mukunda localities have been imparted basic on the job training by Master trainer of Jharcraft, a government of Jharkhand enterprise and the implementing Agency of this project. Presently, the trained women beneficiaries are doing commercial production of varieties of fabrics. As per Buy Back clause of the MoU signed between BCCL and Jharcraft, the produces (fabrics) of the project are being purchased by Jharcraft. Remuneration against the fabrics produced by the beneficiaries of the project is being transferred to the bank accounts of the individual beneficiaries. This way, beneficiaries of the project have started earning bread and butter for their families at their own. Project is running in a sustainable way. Total financial involvement in this project is 17, 76,357.12 (Rs. Seventeen lacs seventy six thousand three hundred fifty seven and paise twelve only).

Considering the successful implementation Weaving Project, Mukunda execution of the 2nd Handloom Project at Alakdiha In line with the Handloom Project Mukunda, and with a financial inducement of Rs. 20, 47,218.84 (Rs. Twenty lacs forty seven thousand two hundred eighteen and paise eighty four only). This project been inaugurated on 24.02.2016 for twenty (20) identified women belonging to weaker section of the society and hailing from Alakdiha localities. Initial technical on the job training is being imparted to the beneficiaries of the project. This project will also be for two (02) years. 3rd project on Handloom Weaving which was launched for Gareria at Nichitpur Township, Mohallidih. This project was started on 02.03.2016. There is a good number representation of minority community and schedule caste women in this project.

Presently, Initial technical on the job training is being imparted by Jharcraft to the beneficiary women of the project. This project also was designed for two years and total financial involvement in this project was Rs. 20, 47,218.84 (Rs. Twenty lac forty seven thousand two hundred eighteen and paise eighty four

only). During the project period of two years, the beneficiary group of women is to be imparted managerial training along with exposure visits of similar other projects being run by Jharcraft at other places so that the trained women may be self sufficient in handling all the activities of the project after exit of BCCL and Jharcraft at the end of the project period. This will lead the projects towards their sustainability.

With an objective of inclusive growth and over all development of villagers, BCCL has envisaged Comprehensive Community initiatives under its 'Swaavlambee Project'. This is a dream project of BCCL through which Management has envisioned to generate self-employment opportunities among the common mass in peripheral villages of BCCL under "Swaavlambee project". Beneficiaries at Mukunda Handloom Project have formed their SHG under the name of 'Didi Mahila Samiti' with wider convergence of their capabilities to enhance the domain of their activities in time to come. For this purpose, BCCL has taken initiatives to empower them in the field of intellectual competency domain, that is, self and participative management of the project, financial understanding, managerial competency and marketing etc. Initially, it had been thought to hand over the project to the Mukunda Svarojgaar Society for handholding the beneficiaries after the exit of BCCL and JHARCRAFT from the project but the activities of the society in recent past have been observed very derogatory and prejudicial to the interest of the beneficiaries of the project. Therefore, efforts are being put together to make the Group self –sufficient in managing the business of the project at their own and the beneficiaries are showing their greater enthusiasm in this direction also and we are very hopeful in this respect.

4. Objective of the Study

The objective of this project were mainly to study the skill development training of handloom weavers, their livelihood prospective through this project and future marketing prospective of handloom product after 2years, but there are some more and they are :-

- To understand the concept of marketing viability of handloom weaving with sustainable approach.
- To study the present scenario of handloom weaving.
- To analyze the weaving pattern of the clusters.
- To study the problems and prospect of handloom weaving sectors.
- To suggest possible strategies for intervention based on field experience.

5. RESEARCH METHODOLOGY

This study is based on both primary and secondary data. Secondary data has been taken from various reports and relevant website.

This study is mainly based on primary field work and data collected from respondent. Data has been collected from 160 samples from Dhanbad district which is located in Jharkhand. Respondent were belong to the category of Handloom weavers, customers and shopkeepers. Data collection is based on structure questionnaire with open and close ended questionnaire. It is based on structure questionnaire and in-depth interview was conducted to develop case study. The researcher also applied participatory and non participatory observation method for better understanding of the project.

6. SCOPE OF THE STUDY

This project is vital to in a significant way. It does have some importance for the weavers too. These are as follows –

- This project will be a learning device to understand the various methods of skill Development tool and techniques for the student of Rural Management.
- This project will be learning of organisation structure of different CSR scheme and its implementation.
- 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.
- This will show different methods of holding training and through training achieve sustainable development of handloom weavers.
- This will also show the difficulties face by facilitators and future prospective of livelihood opportunity of villagers.

7. LIMITATIONS OF THE STUDY:

- Due to lack of idea about research or project among the businessmen, some difficulties to approach the interviewees. The survey result would be more representative if all the camps could be covered.
- Some of the respondents were found a bit reluctant to give answers to the research questions. They informed that such types of research were done in the past without any benefit to them.
- Sometimes it was hard for the respondents to manage time to give in-depth interviews.
- Frequent power failure disrupted data processing and preparation of report.
- Not enough data about handloom work in website and newspaper.
- I have lack of knowledge about handloom so sometimes facing problems to understand its working environment.
- Lastly, due to shortage of time it is not possible to cover all the factors and details regarding the subject of study.

8. Project plan and Approach

Step 1: Formation of women Groups each with thirty (30) members.

Step 2: Presently the training is to be started in BCCL sponsored building/NGO building which would be shifted in future to some government building in the concerned villages or in a building to be constructed on the common land belonging to the Panchayat with proper NOC depending upon the project situation and its location for implementation subject to Management's decision.

Step 3: Necessary machineries are to be installed by JHARCRAFT as per project cost module and operation of these machineries /looms will be ensured by the implementing agency, i.e., JHARCRAFT.

Step 4: Training of the identified groups will be imparted by Master Trainer appointed by JHARCRAFT.

Step 5: At the end of the training period of sixty days (60) , the trained women group will work as a producer team.

Step 6: Promotion and marketing of the products produced by the trained women group will be ensured by JHARCRAFT for success of the project and to ensure benefits to the target group and making the project a sustainable project. This will be a yardstick for continuation of the next project because the assured benefit to the trained and working group is the key deliverable of this project and no any relaxation will be entertained in this benchmark option. For this purpose Buy Back Clause will be entered into the MoU in line with the MoU signed for Handloom Projects.

Step 7: The earnings which will be accrued from the sale of the products will be transferred to the Bank account of the women group members as is in practice with Handloom Weaving Project, Mukunda.



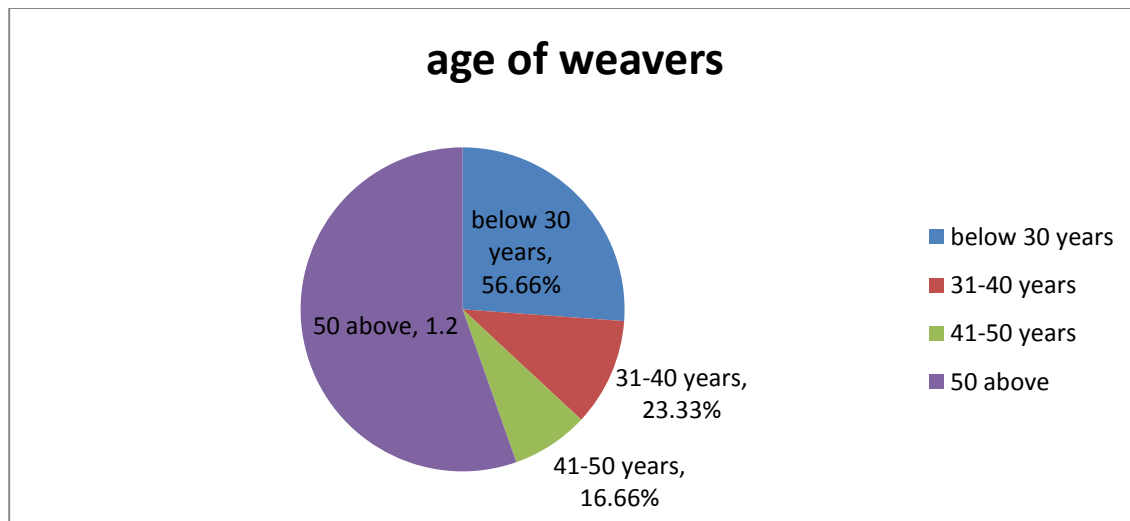
9. ANALYSIS OF WEAVERS SARVEY DATA

This analysis is based on the data provided by 60 surveyed weavers. However, not all the questions in the questionnaire were answered by all 60 weavers because of absent in work..

Table1. The Age- Wise Distribution of Handloom Weavers in 3centre of Dhanbad

Sl.NO	Age group (years)	Alakdhia	Mukunda	Gareria	total
1	Below 30	12 (60%)	10 (50%)	12 (60%)	34 (56.66%)
2	31-40	4 (20%)	4 (20%)	6 (30%)	14 (23.33%)
3	41-50	4 (20%)	4 (20%)	2 (10%)	10 (16.66%)
4	Above 50	Nil	2 (10%)	Nil	2 (3.33%)
5	Total	20 (100.00)	20 (100.00)	20 (100.00)	60 (100.00)

Figure: 1. Age of weavers



Source: *Primary data*

Note: *Figures indicate percentage to total*

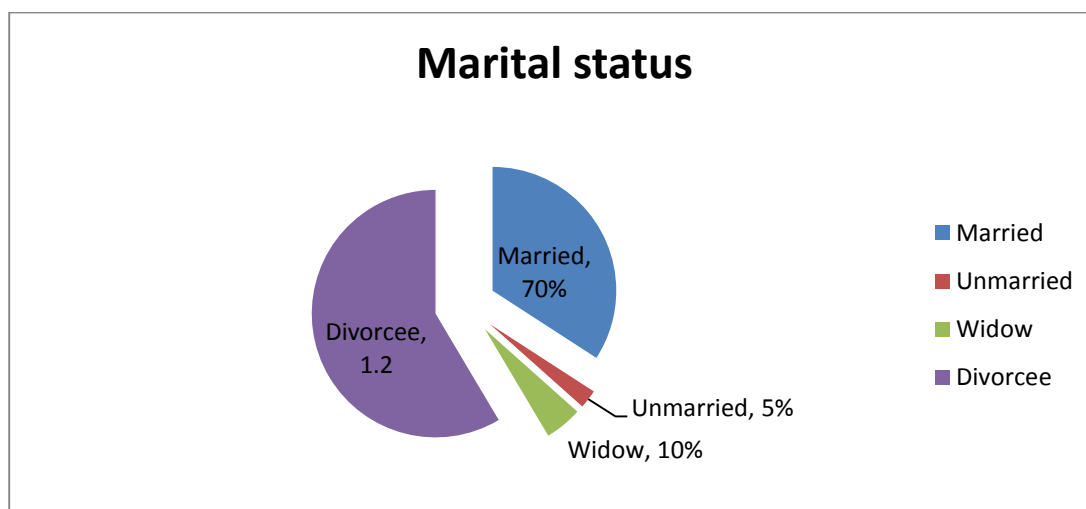
The above table reveals that in age group of below 30 years of 3 centre of handloom project in Dhanbad are mostly interested to do work and on the other hand BCCL also interested to selected young women so that this project is sustainable in near future with passive enthusiasm.

2. Sex

All the weavers of 3 centres are women. This programme is only for women.

3. Marital status

Figure 2. Marital status of weavers

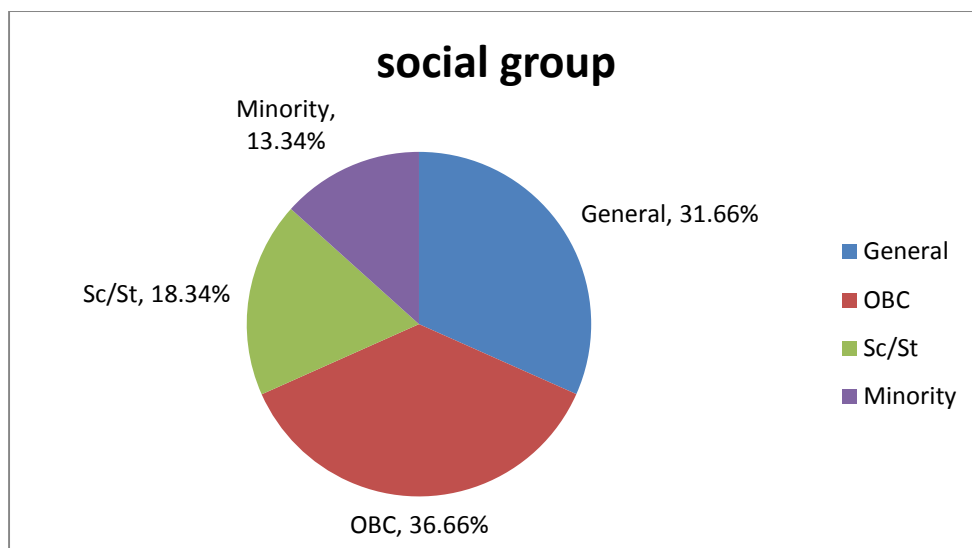


Source: primary data

This above chart indicates that 70% married women join this handloom project because of bread and butter. In personal interview with these 60 women they want to better life of not only her but also support family and give proper education of their child. That is the reason 70% married women join this project.

4. Social group

Figure 3. Social group of weavers

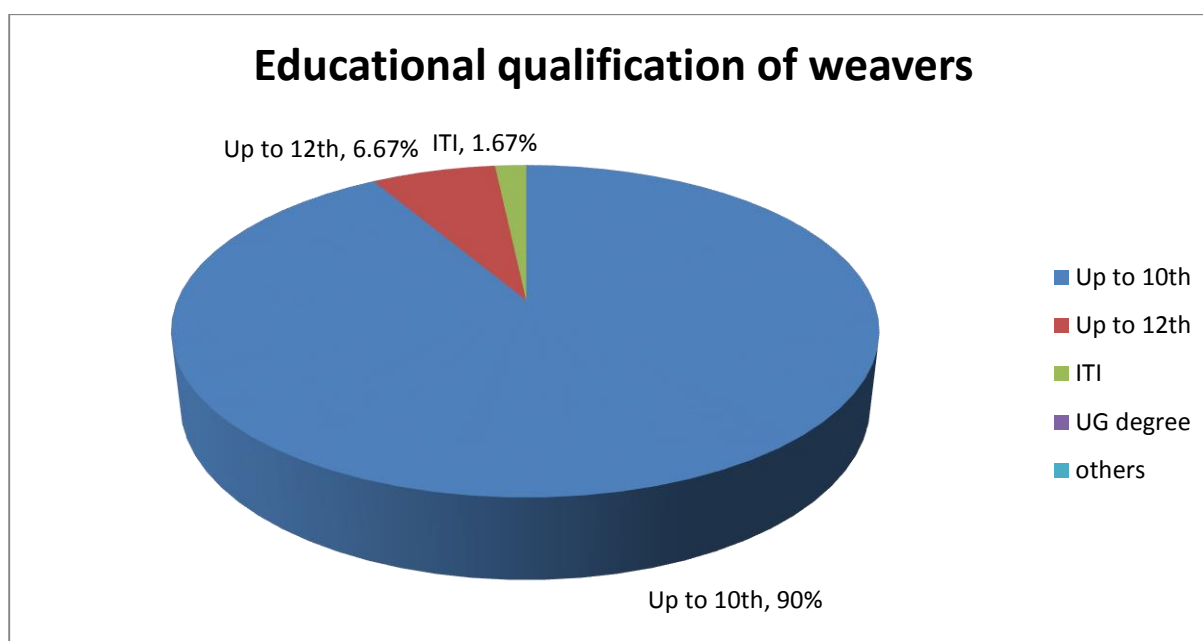


Source: primary data

This above table show that highest percentage of women weaver belongs to general category. This is very rare in the sense that in handloom weaving mostly group belongs to either Sc/St or Minority class but the above three centre very much mix-up of social classes. The reason behind this in this area lack of work opportunity and lack of agriculture production because most of the family leaves in BCCL land so no other alternatives are there.

5. Educational qualification

Figure 4. Educational qualification

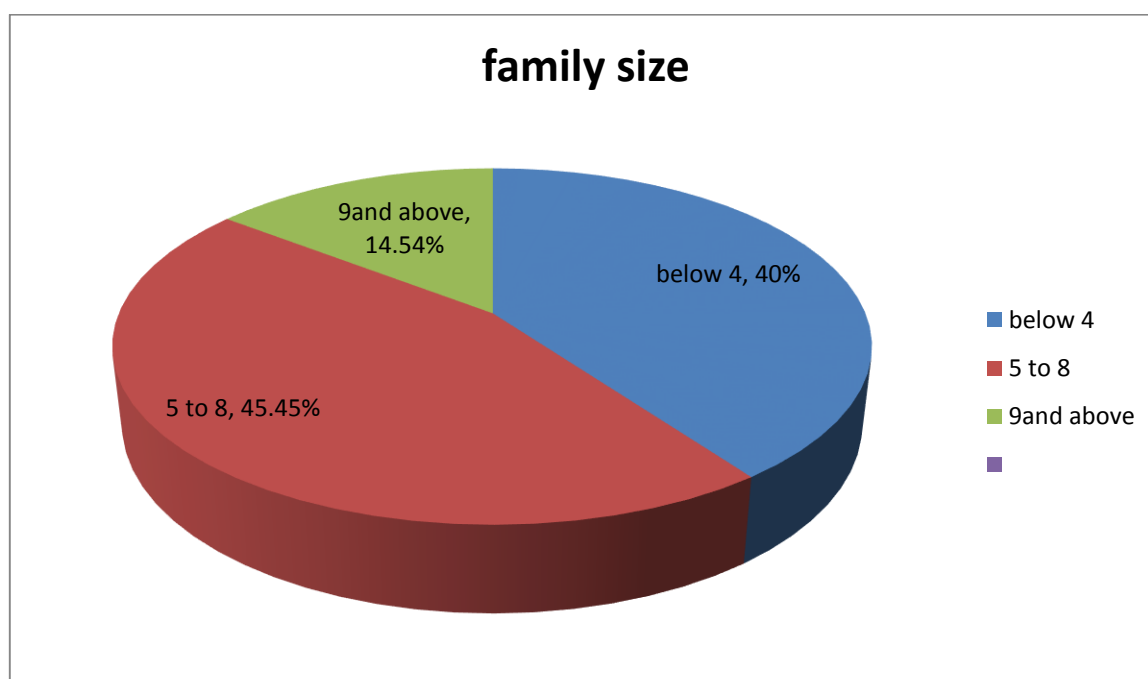


Source: primary data

Education is the most important factor in improving the technical skills of weavers. It throws light on the impact of mechanization on mass production. It is also necessary to understand and keep pace with up-to-date change in the market and technical fields. The above table shows that most of the weavers have primary education and their percentage is average 90%. This shows that these women are neither illiterate nor much educated.

6. NUMBER OF FAMILY MEMBER

Figure 5. Family size of weavers



Source: primary data

Nature of the family is one of the demographic indicators of the change in population of any region. It determines the standard of living of the people. If a family has too many members with less amount of income, surely the family will have to face poverty. Hence the family size must be small enough for the well-being of weavers.

According to the size of the family shown in the table, 5-8 members are living in each of the 50 per cent families. Only from 14.45 per cent respondents, their family has 9 and above members. This shows that, most of the handloom weavers are willing to live in a joint family system.

7. Head of family

Most women said that the head of the family is husband but decision of any issue tackle with both of us. Those who live with her parents said that father is supreme of family and decision taken by him. Only few of the women said that they are supreme of their family because husband is mentally disturb or habitual of drinking and some other prospective.

8. Education of weaver's children

Table.6. Education of weavers children

SI NO	qualification	Alakdiha	Mukunda	Gararia	total
1	Up to 10th	12 (63.16%)	13 (72.22%)	13 (72.22%)	38 (69.09%)
2	Plus 2	4 (21.05%)	2 (11.11%)	2 (11.11%)	8 (14.55%)
3	ITI/diploma	1 (5.26%)	1 (5.55%)	1 (5.55%)	3 (5.45%)
4	UG degree	1 (5.26%)	nil	nil	1 (1.81%)
5	others	1 (5.26%)	2 (11.11%)	2 (11.11%)	5 (9.09%)
6	total	19 (100.00)	18 (100.00)	18 (100.00)	55 (100.00)

Source: primary data

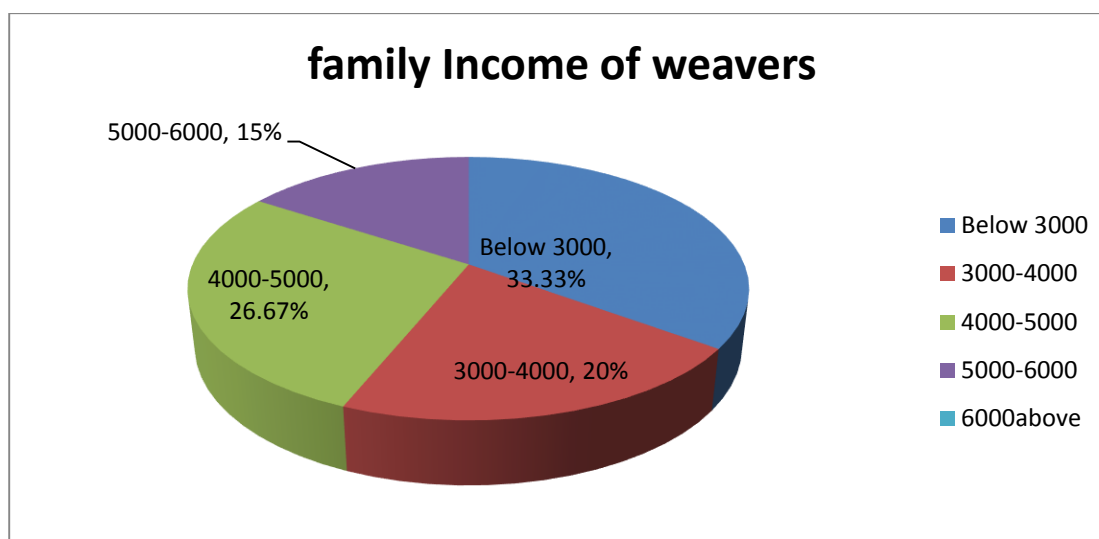
Most of the weavers said that they join this project because of financially help their family and also give the better education of their child and above data shows that 69.09% of weavers child have get primary education and look better future prospective.

9. Monthly income of weavers

Maximum weaver's monthly income is 1500 in the time of training and no other work but few of them doing other work so extra income is average 1000rupees monthly.

10. Monthly income (rupees) weaver's family

Figure 7.family income of weavers



Source: primary data

The above table shows the income range of handloom weavers. The highest number of 3 respondents has the income range rupees 6000 above. The handloom weavers 20respondents have the income of below rupees 3000 monthly. This shows that the income and living standard of the handloom weavers are very poor and through this programme they want better life and better facility of day today life.

11. Type of family

Table8. Types of family

SI NO	Type of family	Alakdiha	Mukunda	Gararia	Total
1	Nuclear family	15 (75%)	14 (70%)	13 (65%)	42 (70%)
2	Joint family	5 (25%)	6 (30%)	7 (35%)	18 (30%)
	total	20 (100.00)	20 (100.00)	20 (100.00)	60 (100.00)

Source: primary data

The above data shows that 70%weavers live in nuclear family. The primary reason behind this is most of the weavers are migrated. Their husband working in coal India as a temporary worker.

12. House type

Table 9. Type of house

SI NO	Types of house	Alaldiha	Mukunda	Gararia	Total
1	owned	8 (40%)	10 (50%)	14 (70%)	32 (53.33%)
2	rented	12 (60%)	10 (50%)	6 (30%)	28 (46.67%)
	total	20 (100.00)	20 (100.00)	20 (100.00)	60 (100.00)

Source: primary data

The above data shows that average 54% of weavers of their own house and this is positive sign but the problems is that time to time they shift their house because of coal mining .

13. Months of experience in handloom

Most of the weavers are working since last 2 months and only in MUKUNDA centre the weavers have more than one year of experience.

14. How long has their family been involved in weaving?

The answer of this question told by all weavers in 3 centre in personal interview that this is not a traditional and before this programme we never seen this type of weaving machine not all.

15. How much time they spend on weaving per day:

In personal interview most of the weavers told that we came on training centre after done house work around 10:30 and till evening 5 o clocks we spend their time on training. So total time spends on weaving an average is 6 hours daily.

16. Are you satisfied training provided by BCCL:

More than 80% of weavers said that yes we r very happy and too much satisfied training provided by BCCL and this is enhanced my skill.

17. How much score you given out of 10.

60% weavers give 10 out of 10.

30% weavers give 9 out of 10.

10% weavers give 8 out of 10.

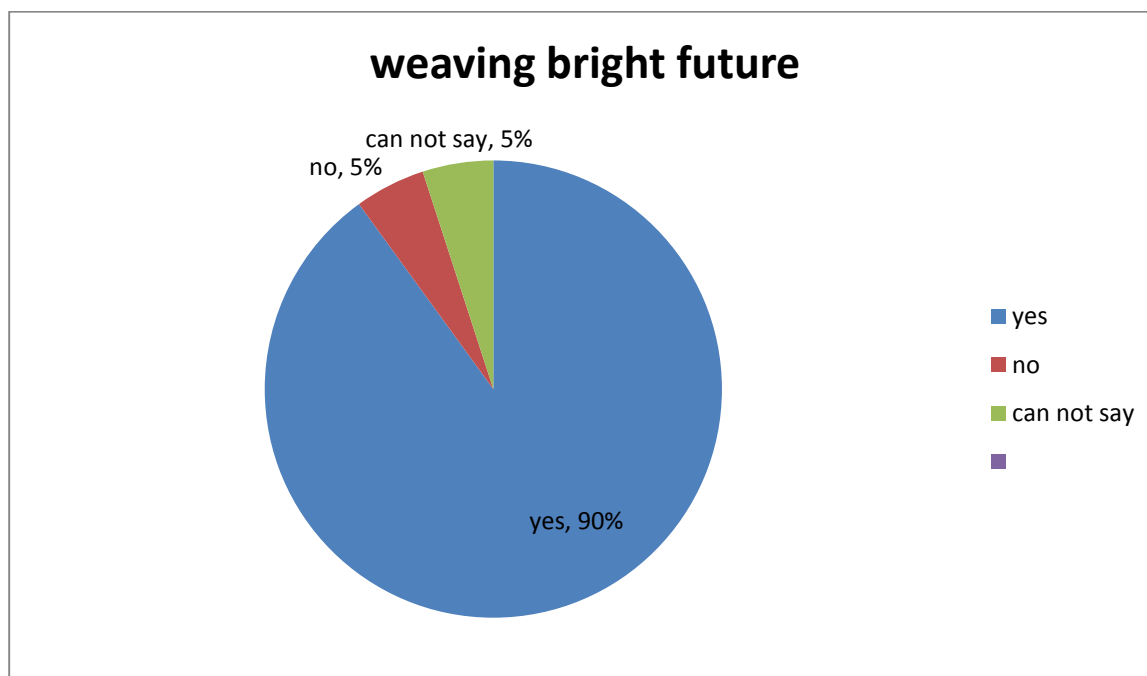
These data shows that shows that most of the weavers are satisfied with training facility provided by BCCL.

18. Does this training enhance your knowledge?

Most of the weavers said that yes we have some skill and now we are not sustaining in day today life.

19. What you think about handloom weaving career will this ensure bright future for you?

Figure.10 Opinion



Source: primary data

The above diagram clearly said that 90% weavers think that this training will ensure bright future for them. Only 5% weavers said that work is hard so till now we are confused. Rest 5% weavers said that presently we can't say anything because of not too many days to join.

20. Has this programme helped you raise your status in family and society?

This question is related to women empowerment and I am glad to say that 100% weaver's think that yes this programme raised our status not only in family but also in society. Most of the weavers said that before this programme we done daily house work like cooking and so on but now besides this we gain skill training and first time we stand on our own legs.

21. Are you happy that now you are member of SHG?

100% weavers are so happy that in first time they went to bank and open their account on bank. Through this now they are member of SHG.

Through personal interview with weavers some other aspects of problem that why they join with this project is:

- Some women said that due to shortage of money they even not attained any function so this project secures better life in future.
- Most of the weavers said that they join this project because they give proper education of their child. They said that we are illiterate but our children get better education so that his/her will be secure in future and they not become labour in any factory they become good officer.
- Some weavers said that work is good and if they gain desire skill then defiantly solve their day today financial problem.
- Some weavers said that after 2 years when agreement will end then this project will be running by them so that this business is our and sure we will do our best. God give me opportunity we do not miss this opportunity we grape this opportunity with both hand.

- Some weavers said that their husband income is not enough to survive day today life so when we have got the opportunity so both (husband wife) incomes included then some problem will short out.
- Some weaver's husband is habitual of drinking and they fight daily so they live with their parents. The said that how long their parents support us so thanks to BCCL that give us opportunity to stand up on her own leg.
- Some weavers said that lack of source of income if we purchase cloth then we have problems of bread and butter so this platform give me opportunity to earn money as good as learn skill.
- In the personal interview with weavers they said that their member of family or guardian are so happy because the work place is nearby their house and also this work is related with women and they work in group.

10. MARKETING OF HANDLOOM PRODUCT

Marketing is one of the very crucial elements when it comes to product like handloom. Further it is observed that handloom product has a limited market catering to few consumers who either believes in Gandhi ideology or in the good qualities of wearing cotton clothes. It is therefore interesting to look at the marketing strategies adopted. The need of this project of marketing strategies to compilation of agreement 2 years after when this handloom project will be on the hand of SHG but this is my summer training project topic so I make marketing strategies for that SHG group through primary data survey. The data source for most of the tables in this section is derived from the questionnaire of customers (75 in number) surveyed in the Imperial jharcraft(a govt.of Jharkhand) showroom located in Dhanbad and other shop of Dhanbad who sell handloom product. Though the number is small it is due to lack of availability of customer during the visits. However one can still draw some broad conclusions from this thin sample which can be found true for state of Dhanbad and this running handloom project. In section 10.1. , aspects like marketing strategies of handloom product, investment in up gradation of designs and products to suit the changing market needs and training of personnel in marketing. (This section requires this project after 2 year but still my project requirement I make this strategies in kept in my mind for future prospective of this business.). Section 10.2. Looks at the marketing linkage of handloom product. A brief analysis of the customer perception of handloom product is undertaken by analyzing the questionnaire of customers in section 10.3. . Section 10.4 looks at the quality of handloom right from the time of its initial process till the final product to get an understanding of the way quality is viewed by the institutions. It is further sustained with my field observations on the attributes of handloom. Finally in section 10.4. I look at the emerging textile marketing strategies in the Globalising era and its implication for handloom marketing to enhance its status.

10.1 Marketing strategies of Handloom Institution:

It is found that the common Marketing strategy adopted by institutions are opening up of new sales bhandars, putting up advertisements and banners and distributing pamphlets during the rebate period. The primary survey data shows that native marketing practices adopted by the institutions compared to today's hi-tech marketing strategies. Table 10.1 shows that 69 percent institution belived marketing as only opening new sales bhandars and exhibitions and very few (2%) believed in improving the quality and design pattern of the handloom product.

Table: 10.1 Sales strategies adopted by Institution to sell handloom product

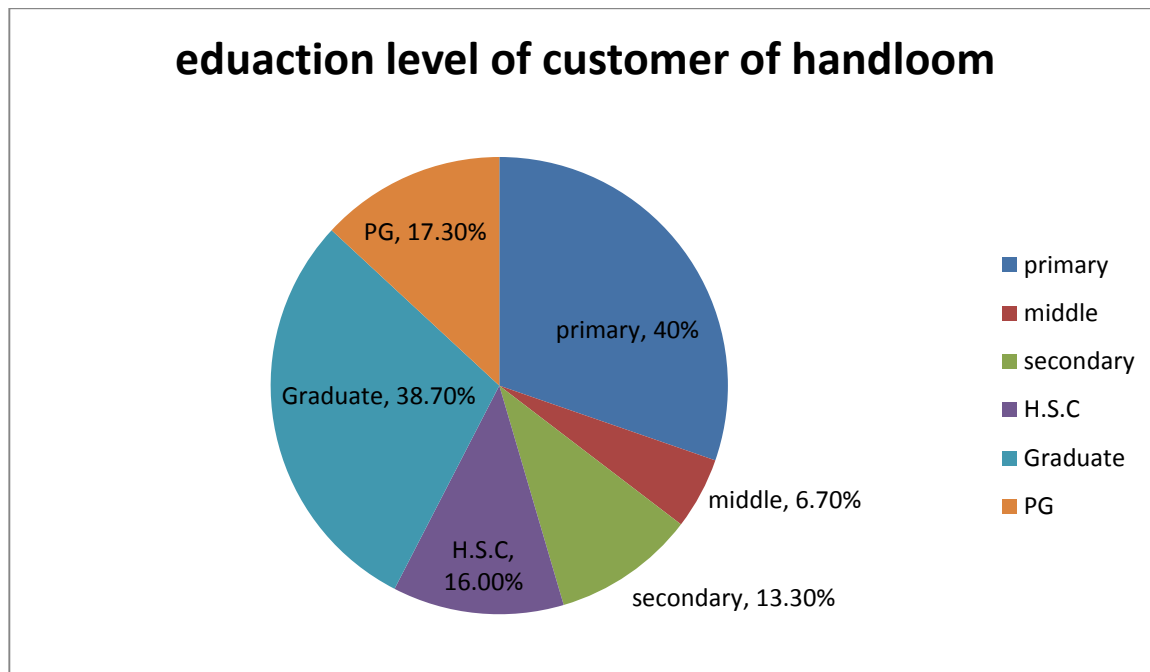
SI NO	Types of strategies adopted	percentage	
1	Sales bhandars, exhibitions and pamphlets	68.80	
2	High quality production	2.10	
3	New variety /design	2.10	
4	Opening new bhandars /sales outlet	2.10	
5	Combination of above four strategies	24.90	
6	Total	100.00	

Source: primary data

The above data and figures shows that around 69% people think that sales strategies to promote handloom product the major role for advertisement is Sales bhandars, exhibitions and pamphlets. Besides this new variety of product is around 2%.

Customer related data:

Figure.10.2 Education level of customer

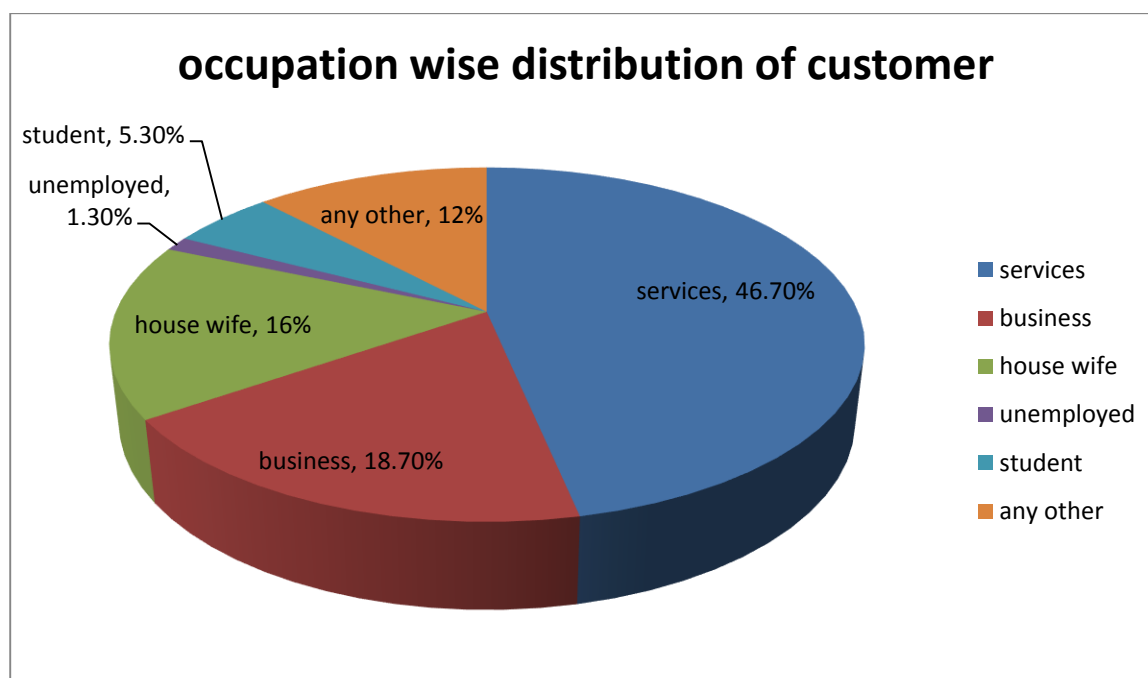


Source: primary data

The above data shows that in the collection of primary data the customer who bought handloom product the average of their qualification is around 40% who is primary educated and around 39% who have graduate. Only 17% customers have their education in post graduate. So this data shows that handloom customer is educated and aware about handloom product.

10.3 Occupation wise distribution of customer

Figure 10.3 Occupation wise distribution of customer



The above data shows that around 47% customer who purchases handloom product is a service class category and around 19% who have business man and around 17% are house wife. So there is mix up of classes of occupation wise customer who purchases handloom product.

10.4 Monthly income wise distribution of customer

Table :10.4 Monthly income of customer

SI no	Income range(rupees)monthly	Percentage
1	Less than 5000	25%
2	5000-10000	33.8%
3	10000-15000	13.2%
4	15000-20000	5.9%
5	More than 20000	20.6%
6	No reply	1.5%
7	Total	100

Source: primary data

The above data shows that monthly income of customer who bought handloom product in different shops located in Dhanbad. The average of monthly income of customer is around 34% of customer whose monthly income is around 10000. And on the other hand 20% of customer has monthly income is around more than 20000. This data clearly shows that in every section of society either middle class or upper middle class interested to purchase handloom product.

10.5 Advantage of wearing handloom product

Table 10.5 Advantage of handloom

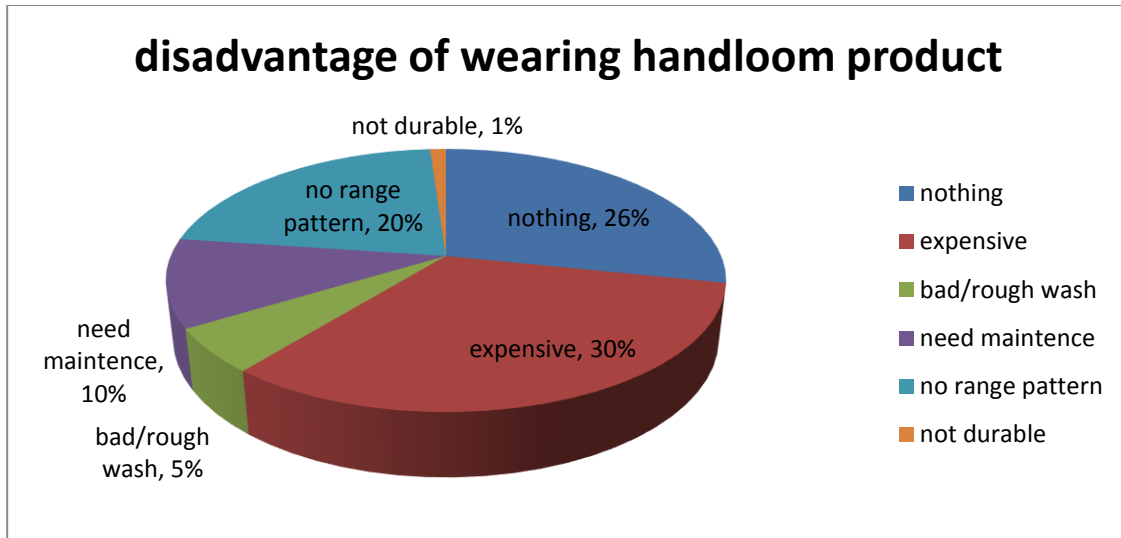
SI NO	Reason expressed	Percentage
1	Comfort	22.7%
2	Looks	6.7%
3	Soaks sweat	25.3%
4	Easy washing	1.3%
5	Gandhi principles	15.3%
6	For comfort & status	10.7%
7	Looks unique and durable	2.7%
8	No reply	5.3%
9	Others	10.3%
	Total	100.00

Source: primary data

The above data shows that advantage of wearing handloom product according to customer primary data survey. Around 27% of customer said that handloom product is comfort and around 26% of customer said that handloom product is soak sweat. On the other hand around 10% customer said that handloom product is comfort and also status of wearing handloom. 15% customer said that they are wearing handloom product because of Gandhi principle. So there is different opinion in wearing handloom product.

1 0.6 Disadvantage of wearing handloom product.

Figure.10.6 Disadvantage of handloom



The above figure shows that disadvantage of wearing handloom product in primary data of customer of handloom. This data clearly shows that the main reason for not purchases too much of handloom product is very expensive and around 30% customer thought the same and around 26% of customer thought that no disadvantage of handloom. 20% customer thought that in handloom lack of range pattern and around 10% customer thought that handloom product need maintenance.

10.7 Percentage distribution of handloom users from different years

Table 10.7 Distribution of handloom users in age wise

SI NO	When did you start wearing handloom product(in year)	Percentage
1	Years(15 to 25)	20.5%
2	Years (25 to 35)	10.5%
3	Years (35 to 45)	2.5%
4	Years (45 to 55)	1.5%
5	Sometimes ago	5.5%
6	Many years ago	10.5%
7	Since childhood	49.0%
8	Actual no. of customers	69
9	Percentage	100.00%

Source: primary data

The above table and figure shows that 49 percent of sample respondents reported using handloom products since childhood. In terms of specific age groups 30 percent of people between the ages of 15 and 35 reported using handloom, suggesting that younger people use these products more than other age groups.

10.8 Types of cloths customers prefer to wear (percentage)

Table 10.8 Customer preferences

SI NO	Type of cloth	Male	Female
1	Jeans	10%	Nil
2	Formal	15%	Nil
3	Sarees	Nil	16%
4	Salwar kameez	Nil	3%
5	Kurta pajama	10%	Nil
6	Traditional	10%	Nil
7	Bedsheet	20%	21%
8	Handmade towel	15%	20%
9	Curtain	20%	40%
10	Total	100.00	100.00

Source: primary data

The above figure shows that types of cloths customer prefer to wear and purchases. Around 20% male customer prefer to purchases curtain and on the other hand 40% female like to purchases curtain. This data show the interest of female to purchase handloom product.

10.9 Opinion about why handloom cannot substitute other cloth

Table 10.9 Problems perspective

SI NO	Reason	percentage
1	No range, variety	19%
2	Very expensive	21%
3	Not durable	4.8%
4	Need maintains	4.8%
5	Old fashion	20.4%
6	Others	30%
7	Total	100.00

Source: primary data

The above data and figure shows that why handloom cannot substitute for other product in customer primary data survey. Around 40% customers think that handloom product is very expensive and also old fashion style in product so that customer shifted towards other substitute product. 30% of people think that in handloom there is no range and variety in product and also not durable.

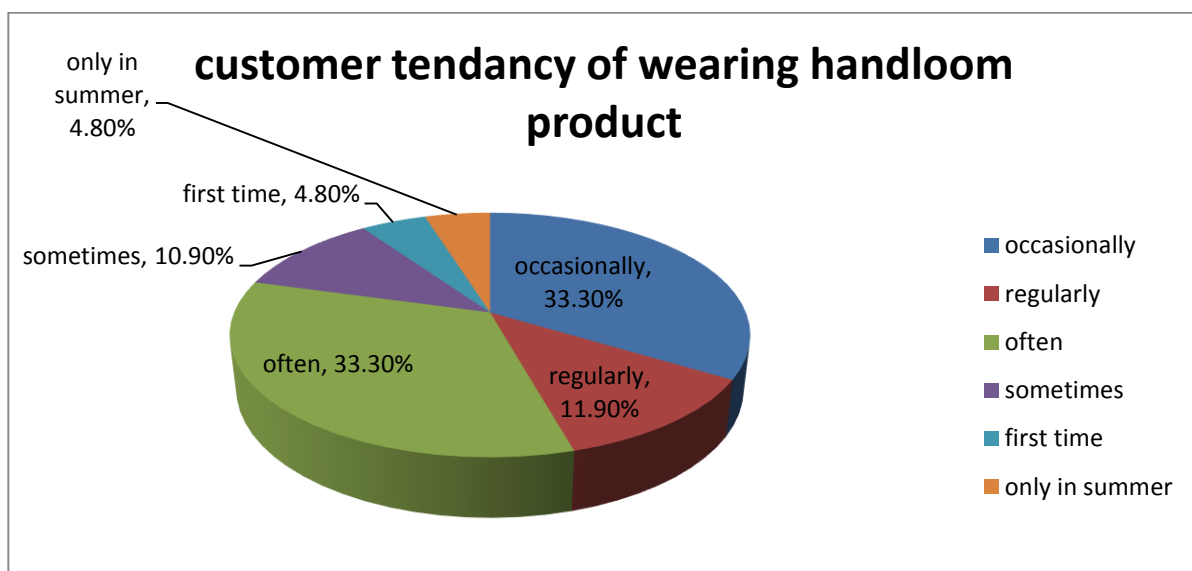
10.10 Customer tendency wearing handloom product

Table 10.10 Tendency of customer who wearing handloom

SI NO	Tendency of wearing handloom	percentage
1	occasionally	33.3%
2	Regularly	11.9%
3	Often	33.3%
4	Sometimes	10.9%
5	First time wearing	4.8%
6	Only in summer	4.8%
Total		100.00

Source: primary data

Figure.10.10 Customer preferences



The above data shows that why customer tendency to wear and purchases handloom product. Around 60% customers think that they wear handloom product occasionally and often. Because of high range of handloom product middle class cannot sustain to purchases handloom product regular.

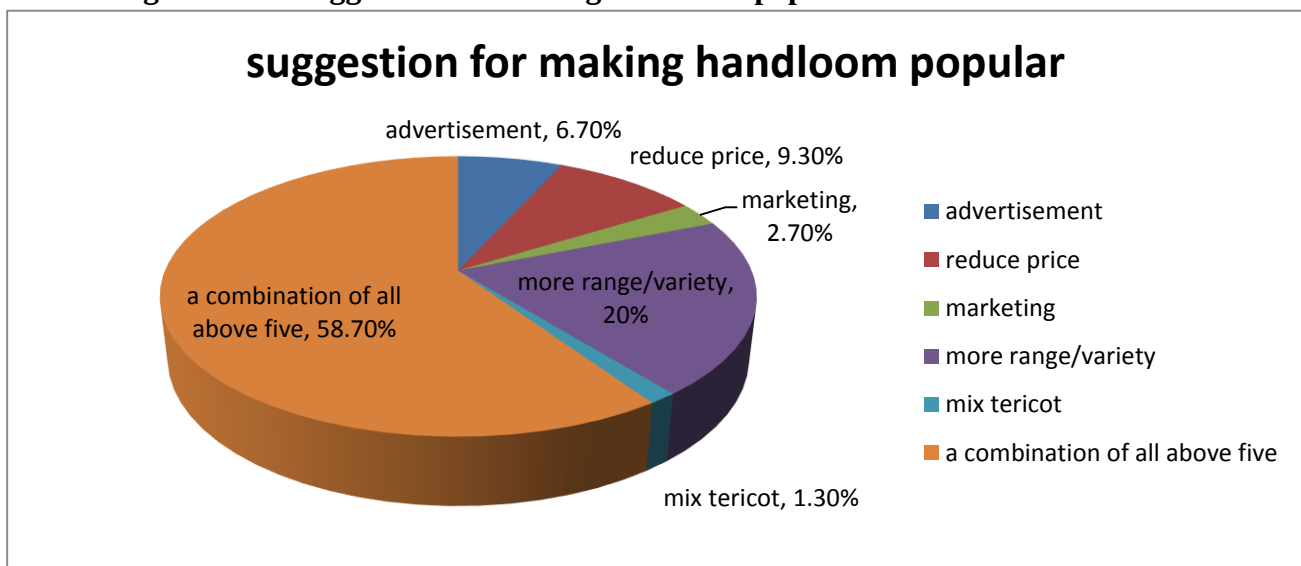
10.11 Suggestion for making handloom popular

Table 10.11 Suggestion in customer opinion

SI NO	Reason expressed	percentage
1	Advertisement	6.7%
2	Reduce price	9.3%
3	Marketing	2.7%
4	More range/variety	20%
5	Mix tricot	1.3%
6	A combination of above five	58.7%
7	More rebate	1.3%
8	Total	100.00

Source: primary data

Figure.10.11 Suggestion for making handloom popular in customer view



The above table and data shows customer opinion about how handloom product reaches each houses. Around 70% customers think that more range in product so that every classes of society wear to purchases and reduce the prices of handloom in kept in mind with substitute good and also advertisement play an important role to reach handloom in every houses.

11. Handloom customer survey data analysis on the basis of primary data above mention:

Here we present the data analysis of a questionnaire capturing the customer views regarding handloom marketing, their preferences for variety of products, their opinion regarding customer care by the salespersons and the major reasons which make them prefer handloom products over others. Due to lack of customers while conducting the survey, the sample size is very limited and gives a brief insight into the utility of handloom as viewed by its customers. Around 80% of handloom products are sold in urban areas, that too during the rebate season. A brief profile of the customers shows that most of the buyers are educated i.e., above secondary education and belong to business or service sector and have monthly income ranging from Rs.5,000/- to 20,000/- above and most of the customers were regular and started wearing handloom from a long time (see 10.2, 10.4, 10.7).

The most sited advantages of wearing handloom are comfort/ texture, soak sweat and look unique and have a status of its own (table 10.5). When questioned about the disadvantages of wearing handloom there was no unique or significant reason given except that it needs higher maintenance cost, it's not durable, and it does not have any good range/pattern of clothes (see table 10.6). Many of the customers (57.3%) felt that the price of handloom was high (see table 10.9). Around half of the customers felt that the quality of handloom was Ok where as 38.9 percent felt that there is a need to improve the quality (table 10.9). Surprisingly rebate was the least (1.3%) way of making handloom Popular according to customers (quite opposite to the view of Institutions, around 66.7 percent felt that handloom can't be sold without rebate. Most of customers felt that steps like more range/variety of handloom, advertising, reduction of prices, marketing and a combination of all above are necessary for making handloom popular (Annexure 9.9). As regarding frequency of wearing handloom by the customers data revealed that for most of the respondents handloom is an occasional wear (46.4%) and very few (8.7%) of them responded that they wear handloom regularly (table 10.10). Around 43.5 percent customers buy handloom during the rebate period, which gives an indication that a large number of customers have some preference for buying during rebate period (table13.11). Male customers have preference for formal and traditional wears whereas females have sarees and salwar kameez and the combination of the two as their preference. Table10.8 reveals that cotton & silk are the favourite products of customers. Comfort and handmade nature of handloom seems to be the perceived difference between handloom and other clothes (table10.9). The major reasons identified for customers wearing handloom were fashion, Gandhian ideology and comfort/liking for the cloth respectively (table 10.5). The frequency of the visitors to the Bhandars reveals quite a dismal picture (Annexure 9.21). It also highlights the poor marketing & promotional strategies adopted by the Institutions. Although handloom is a Monopoly seller market for its hand-made products, which is Eco-friendly and Green. But customer survey reveals that these reasons hardly qualifies to impress or woo a common customer to purchase it,

therefore handloom has a limited market catering to few consumers who either believes in Khadi ideology or in the good qualities of wearing cotton clothes. Therefore it is necessary to undertake further detailed surveys of the consumers to understand their needs to make it a popular product even if it is to cater to only niche markets.

12. Suggestion /Recommendation given on the basis of analysis of primary data of handloom customer

12.1Quality of handloom

Quality is another very important area of concern with changing consumer tastes and fashions and rising competition. It is an important fulcrum to leverage the sales of handloom. Here we look at the quality of handloom as observed during my field visits along the various production stages involved. The real quality aspect of the products needs a detailed analysis to be undertaken by the quality measurement professionals in the textile field. However a description of the production process will give some insights to explore what stages of handloom production needs some immediate attention to improve its quality.

12.2Purchase of raw material

Obviously, quality starts from here. Better the quality of the raw material better is the quality of the finished good. Each state has a regional cotton purchasing committee (RCPC), which includes KVIC officials and representatives of institutions that purchase cotton for the entire state. But institutions are free to buy raw material from the local markets too. Thus each state does its own purchasing of raw material at different costs and quality following the cost-chart norms. It was also found that RCPC cotton was in most cases more expensive than local market prices, but the quality was marginally better. It was found that due to bureaucratic processes involved in the purchase, by the time the RCPC takes a decision to buy the raw material, prices would have gone up in the local markets. Therefore suggestion is to buy it at the right time so that there is no compromise on the price as well as quality.

12.3 Pre processing

This involves processing of the raw material up to the level where it can then be spun into yarn. It was found that institutions would either do the pre-processing themselves on the second-hand vintage machines purchased from the erstwhile mills or get it done from private sliver plants, or directly buy the pre-processed raw material from the Central sliver plants (CSP) set up by the KVIC. We found that quality was best at the sliver plants set up by KVIC as compared to other sliver plants because the CSP machines are brand new machines giving quality output as compared to the other machines. But most institutions continue to buy from outside due to monetary or other reasons which needs to be rectified.

12.4Spinning and Weaving

Lets take the case of a spinner who starts spinning at 9 a.m. after a good night's sleep. She is fresh in the

morning and is able to spin very well and hard, so the yarn produced then is of good quality. But as the day passes, and it gets hot by noon, the spinner gets tired, and there is a reduction in strength and evenness with which the charkha is spun, here there is deterioration in the quality of yarn. This same example is applicable to the weaver who through the course of the day will produce cloth of different quality. In fact this is the unique feature of the handloom industry due to the hand spinning and hand weaving nature of the cloth. However introduction of power can solve the problems of evenness of the cloth in the spinning stage. Further, innovation and improvement in the implements of weaving like putting a jack-up motion on the frame-loom, which increases the evenness and quality of cloth etc., would also be very helpful in improving quality.

12.5 Post processing Of the Fabric

This step involves making of the finished-goods, which will finally be sold. Designing, dyeing, stitching and finishing of the products is important because the finished good is what the customer sees. How much ever the quality of yarn and cloth, if the colour fades away faster from the cloth or if the stitching is poor, then the product is not going to be sold. So finishing quality of the product is also very important, we found that post-processing is usually left to the institutions, who according to their understanding of the market decide on what to produce and accordingly process it. Most large institutions had their own dyeing units, and those who did not, would give it to certified institutions. Further, Institutions hired their own tailors to make the finished readymade garments. However no good quality market surveys are undertaken to understand the needs of the consumers. Many institutions have never introduced any innovation in quality, design or pattern, as there is no pressure to innovate. Some institutions did introduce improved design/pattern along with opening of bhandars and sales outlets. But there is a lot of time lag between innovation and actual implementation and that too mostly irregular. So that there is an exchange of ideas and flow of information about changing market scenario.

12.6 Rising Importance of Cotton Products: Green Is In

There has been tremendous growth in membership of green groups in the world such as Green peace, Friends of the Earth etc. These people are concerned about the environment and are willing to pay a premium for goods and services that they believe have a reduced environmental impact compared to conventional products. Today in the corporate world, Triple Bottom Line is used to describe company accountability not only in financial terms to shareholders and investors but also in social terms e.g. acceptance by the communities in which the firm operates, and in environmental terms by assessing the

impact on the environment of the firm's own activities or the activities of the manufacturing chain which supplies the products that the firm sells.

Consumer expectations of company behaviour have increased and not only in the rich G8 countries but also in many other parts of the world. In a Millennium Poll in 23 countries 60% of 25,000 consumers said they expected businesses to tackle the issues of fair labour practices, business ethics and environmental degradation in addition to delivering profits and jobs. Over the last 10 years the development of various eco-labelling schemes, designed to assure consumers of the safety and environmental acceptability of a particular product, has raised the profile of environmental issues within the textile chain. Recently there has been a rapid uptake of ISO14001 by manufacturers in Asia as a means of assuring European and Un-American procurement managers of the environmental probity of their operations.

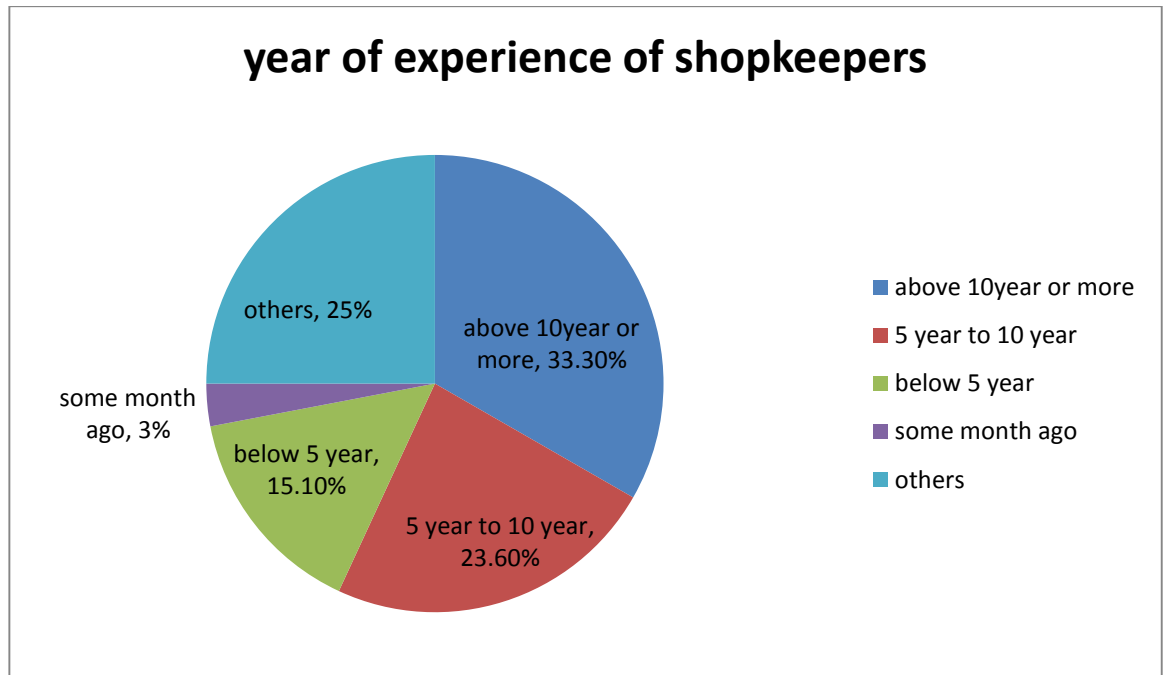
Importance of Cotton and demand for organic products is on a rise and India being one of the global players needs to look beyond the horizons and expand the market. The global buyers would not prefer to put their sourcing from one large country like China. The global buyers would also balance their risk of sourcing from one country only; therefore demand for Indian textiles will not diminish so as expected in the post liberalization era. Therefore looking at the current trends in the market scenario it is quite evident that the handloom has a lot of chance as the future market lies in the eco friendly cotton products. Further, Crill Rosemary (2002) A senior curator in-charge of the textiles collection in the Indian and South-East Asian Department says: 'Handlooms can be revived and sustained in India by the government aggressively creating markets for it within the country and providing design inputs for weavers'.

13. Data analysis of handloom shopkeepers what they think how to promote handloom product:

When we start any new business it is important that, what type of production we produce or made according to demand of that particular product. Is there any demand in the market or not is crucial question. If demand of product is good then which type of product has more demand comparison with others? So in my study, I make questionnaire for handloom shopkeepers who sell handloom product beside other product also. What they thought about promotion of handloom product, detailed analysis is given below. Marketing is one of the very crucial elements when it comes to product like handloom. The data source for most of the tables in this section is derived from the questionnaire of shopkeepers (30 in number) surveyed in local market of Dhanbad. Though the number is small it is due to lack of availability of handloom shopkeepers in Dhanbad. However the picture clearly justified to new producer of handloom what type of production will be produce. In table 13 took the data of handloom customers and this section I took the data of handloom shopkeepers and picture clearly mention future prospect of handloom product in sustainable way. In section 13.2, I put the question where from do you purchase of handloom product. A brief analysis of the shopkeeper's perception about handloom is undertaken by analyzing the questionnaire of this section. I asked the shopkeepers to give rank according to demand of particular product of handloom so that I analyzed the data and give proper suggestion of this handloom project to focus on that particular product in market prospective and trained the weavers according to product so that when they are owner of this project they will more strong to sustained handloom project. In this section I also make the question of lack of supply of handloom product in market what they think because I have also observed that selling of handloom has up to now been supply oriented which means that institution first produce the goods and then try to sell it. Hence, their stock has been piling up, because their product is not being produced according to the demand. I do understand that in achieving the objective of rural employment the production process cannot be controlled by mere linking it to the demand factor, however, one cannot ignore the competitive market economy and relevance of understanding the demand side aspects of the product.

13.1 Year of experience wise distribution of shopkeepers

Figure.13.1 Experience of shopkeepers



The above data and figure shows that year of experience of shopkeepers for handloom business. The primary data shows that around 34% customer who have handloom business around more than ten years. 23% shopkeepers who have experience of handloom business is less than 10 years so the above data clearly indicate that handloom business by those shopkeepers have experience and knowledge about different prospective about handloom.

13.2 Where from do purchase handloom product

Figure 13.2 Area of purchases handloom product by shopkeepers



The above table and figure shows that handloom shopkeepers purchases handloom product in which area. In state level around 30% shopkeeper's purchases handloom product and in state level around 40% shopkeepers directly contact with the distributors who supply handloom product accordance with the demand by shopkeepers. Only 10% shopkeepers purchases product out of the state.

13.3 Demand of handloom (out of 100)

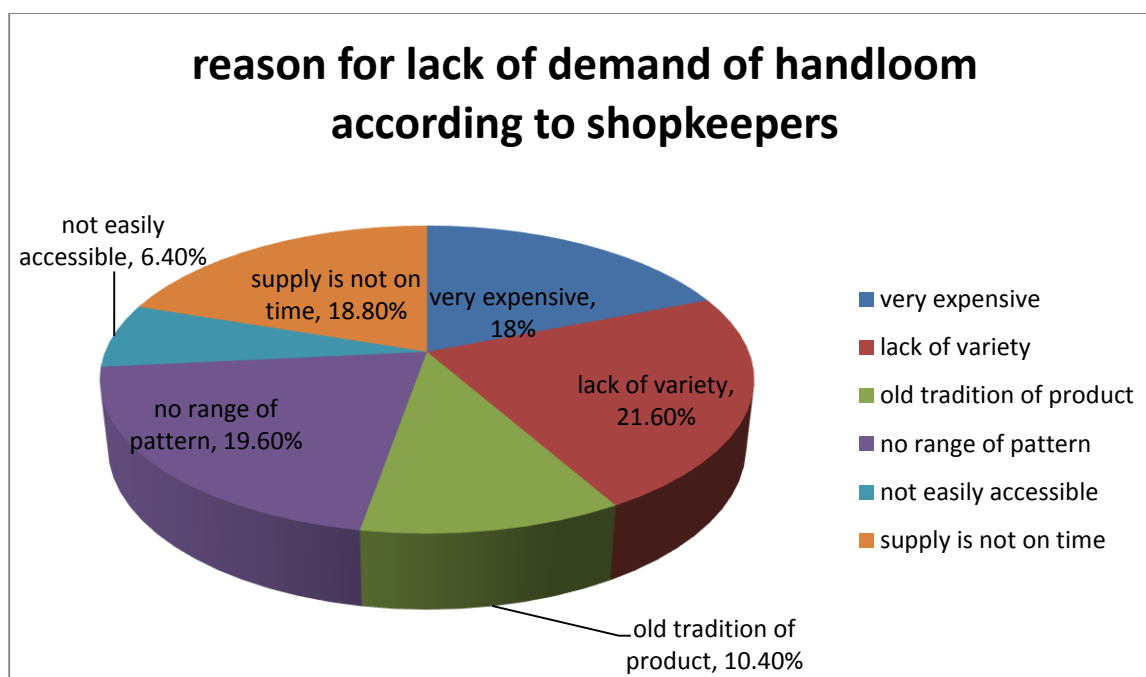
The average data of demand of handloom product is 65%.

13.4 Demand of handloom product comparison with others

The average data of demand of handloom product comparison with other substitute product is 35%.

13.5 Reason wise distribution of lack of demand of handloom

Figure.13.4 Reason for lack of demand of handloom product



The above table and figure shows that what shopkeepers think that why handloom product have less demand and according with their experience around 35% reason is that lack of variety in handloom product and also no range pattern. The one most reason for lack of demand is supply of handloom product is not in time and around 18% shopkeepers think the same in these condition generally customer shifted to substitute product. The one more important reason for lack of demand of handloom product is very expensive in according with other product.

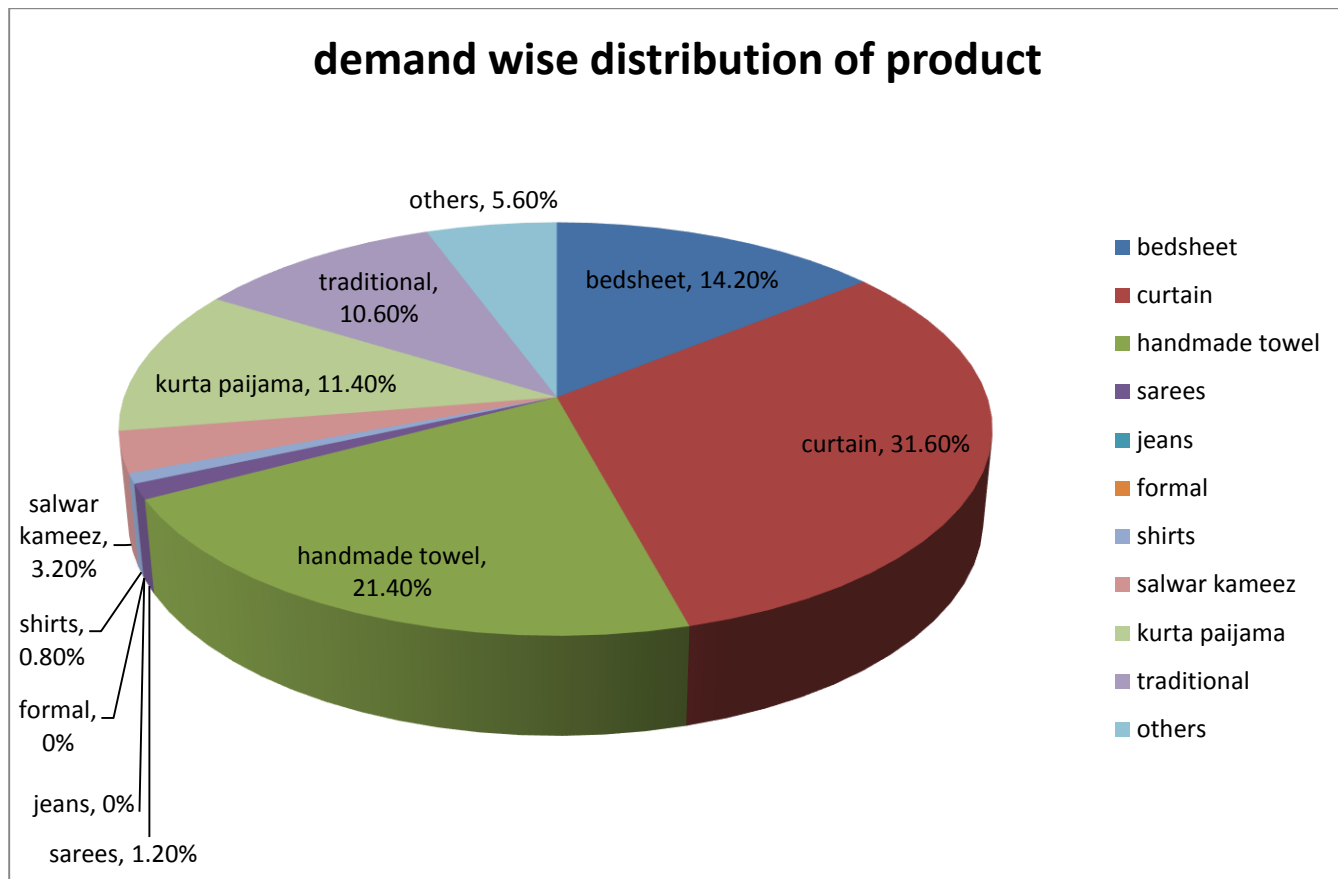
13.6 Demand wise distribution of product

Table 13.5 Demand wise classification of product

SI NO	Product	Percentage
1	Bedsheet	14.2%
2	Curtain	31.6%
3	Handmade towel	21.4%
4	Sarees	1.2%
5	Jeans	Nil
6	Formal	Nil
7	Shirts	0.8%
8	Salwar kameez	3.2%
9	Kurta pajama	11.4%
10	Traditional	10.6%
11	Others	5.6%
Total		100.00

Source: primary data

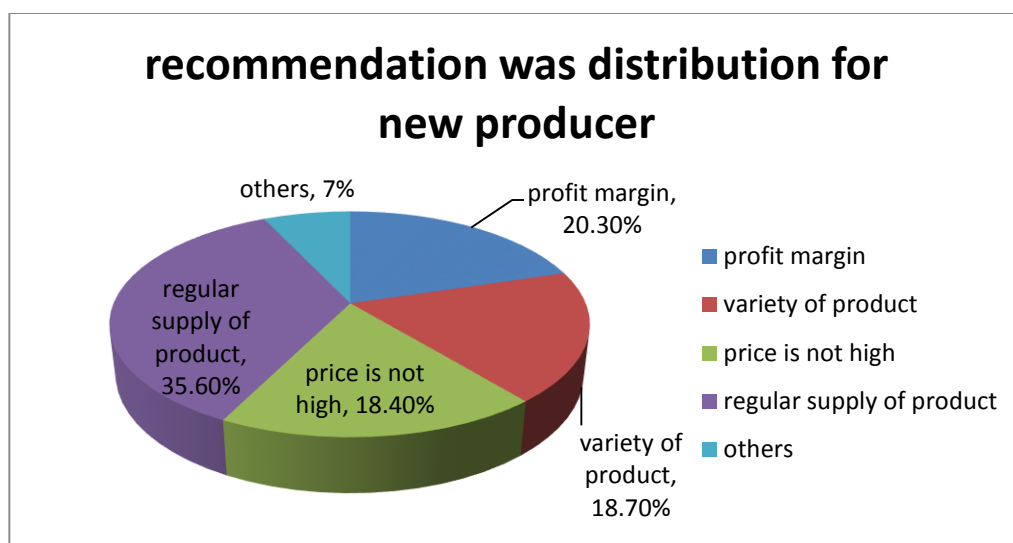
Figure.13.5 Demand wise distribution of product



The above data and figure shows that demand wise distribution of different handloom product. The highest number of demand of handloom product is curtain and around 31% shopkeepers said that either male or female they demanded curtain more than other handloom product. Handmade towel is also having more demand in market and around 21% shopkeepers said the same. 20% shopkeepers said that traditional dress have also demand in local market.

13.7 Recommendation wise distribution for new producer

Figure.13.6 Recommendation wise distribution of product



The above table and figure shows that what shopkeepers desire for new producer of handloom to purchase handloom product and give the rank. Around 35% give the rank of regular supply of product and around 18% give the rank of price is not high. They expect with new producer is that profit margin for every product is around 20% so that the sell more handloom product and try to convince to the customer.

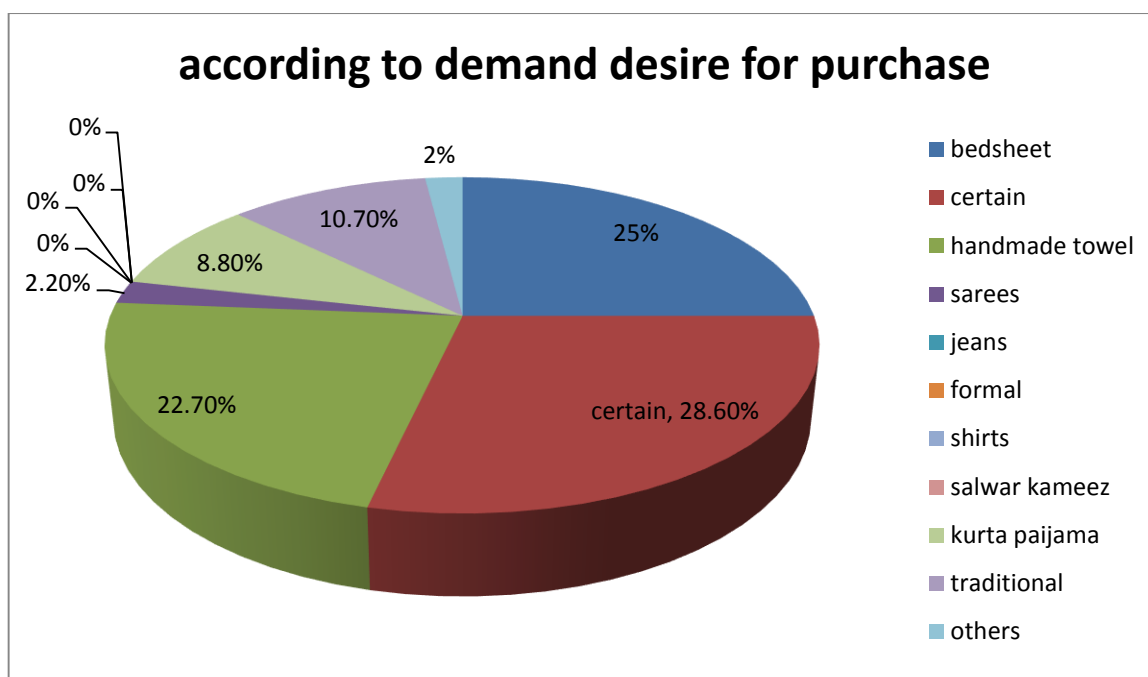
13.8 Desire of purchase of product according to demand

Table: 13.7 Desire for purchases

SI NO	Item	Percentage
1	Bedsheet	25%
2	Certain	28.6%
3	Handmade towel	22.7%
4	Sarees	2.2%
5	Jeans	Nil
6	Formal	Nil
7	Shirts	Nil
8	Salwar kameez	Nil
9	Kurta pajama	8.8%
10	Traditional	10.7%
11	Others	2%
12	total	100.00

Source: primary data

Figure.13.7 Desire to purchases of goods



The above data and figure shows that what type of goods shopkeepers want to purchases for new producer. In second last table we saw that highest number of demand of handloom product is curtain so that in natural shopkeepers want to purchases curtain around 28% according to other handloom product. The second preference to purchases handloom product is handmade towel and around 22% give the rank about of 100. Rest of the product is not too high to purchases but traditional dress is also high demand in market so 25% give the wattages for these good.

Handloom shopkeepers survey data analysis on the basis of primary data analysis above mention:

Here we present the data analysis of a questionnaire capturing the shopkeeper's views regarding handloom marketing, their preferences for variety of product, where they purchase handloom product, how much demand of handloom, what is the reason in your prospective or your experience basis that handloom product have lack of demand in market. Due to lack of shopkeepers, who sell handloom product in local market of Dhanbad, the sample size is very limited and gives a brief insight into the utility of handloom as viewed by its shopkeepers. A brief profile of shopkeepers shows that most of the shopkeepers have experience of business i.e. - 33.3% shopkeepers have more than 10 years experience and 23.6 % have 5 years to 10 years of experience (see table 13.1) .

The most of shopkeepers purchase handloom product in state level and local market. Around 61% purchase of handloom product in state level (see table 13.2). This shows that locally demand of handloom product by shopkeepers is on average.

In table 13.5 shows that the reason for lack of demand of handloom product comparison with other product is because of very expensive and lack of variety. Around 40% reason of lack of demand is lack of variety. 18.8% reason is supply of handloom product by producer group is not on time and customer have many time demand the product but product is not available so customer in this situation shift with substitute product.

In table 13.6 shows that demand wise distribution of product and table clearly shows that the highest demand around 32% is curtain. Female generally like handloom curtain so that the demand of this product is high comparison with other handloom product. Bed sheet and handmade towel is also high demand in market. Around 36% demand of this product. Traditional dresses like kurta pajama have also demand in market and around 20% demand of that product.

In table 13.7 shows that recommendation given by shopkeepers for new producer in different categories by. 20% profit margin want by shopkeepers for new producer in different product. 18.7% want variety in product and also 18% they want price is not high.

In table 13.8 shows that desire of shopkeepers for purchase different product if new producer want to tie up with them. They give 25% desire of purchase is bed sheet and 28% is curtain and 23% is handmade towel. Rest of the product like traditional dresses is 20%.

14. Suggestion on the basis of above data:

- In the basis of data I personally suggest to first pick the product in kept in mind future prospective when the agreement is end and this project is handover the member of SHG weavers and choose 3 product either bedsheet or curtain or handmade towel and trained the weavers according to product so that they are more experienced to produce this product after the end of agreement.
- In the basis of data I also suggest that price of product in initial phase of production is not too much high and customer also want same and shopkeepers too. First try to build reputation in market and do not try to make too much profit in initial phase.
- Supply of product is on time delivery and tries to connect with shopkeepers daily.

15. MARKETING STRATEGY FOR HANDLOOM PROJECT

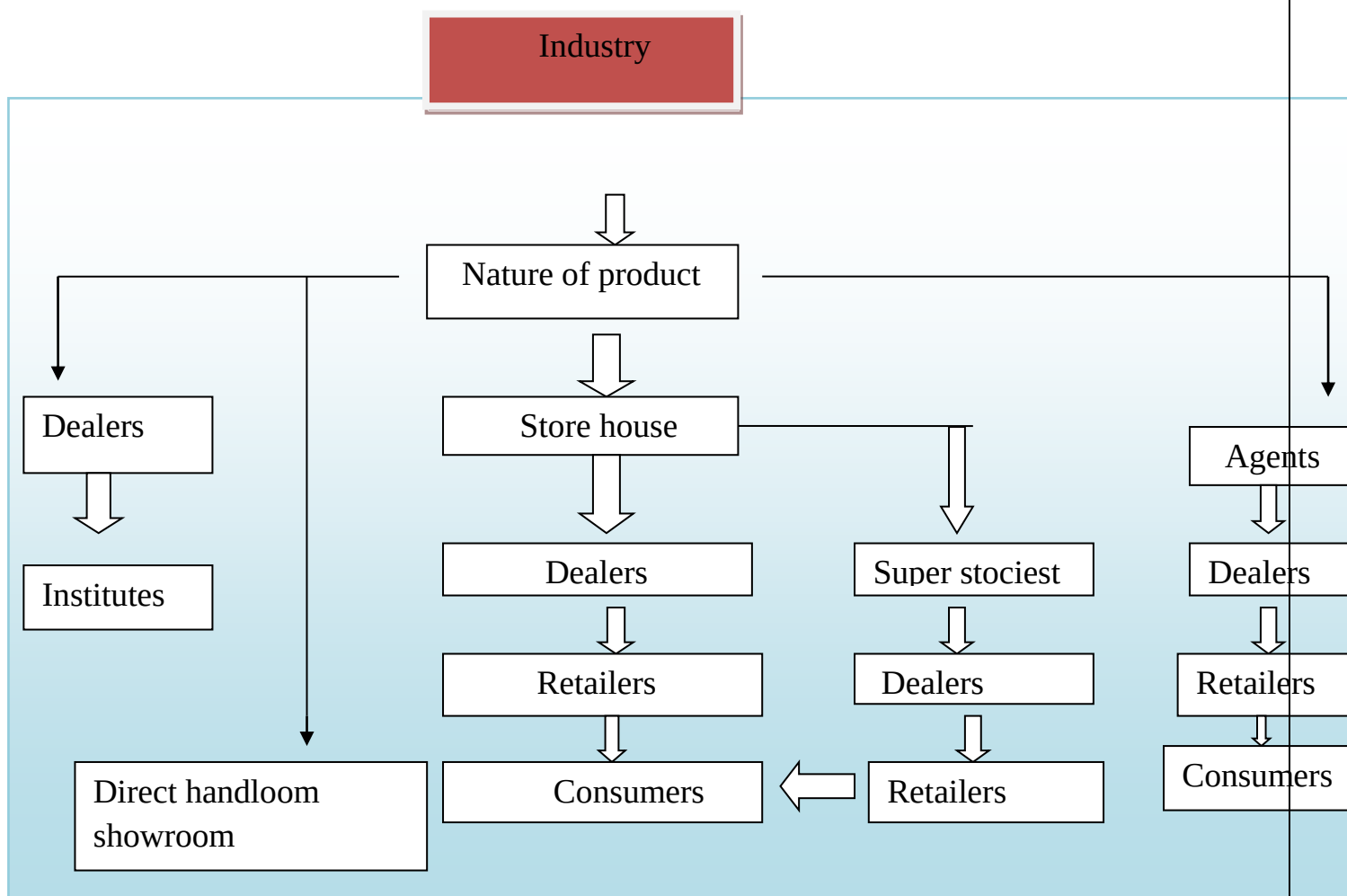
To improve the current situation of handloom sector and to make the sector more competitive in current scenario, where market situation are changing very fast it is very necessary to design appropriate marketing strategies. Marketing is all about creating customer value and profitable customer relationships. To get a success in today's competitive market place, handloom sector need to be a customer centred. It must capture customers from competitors, then keep and grow them by delivering greater value. The handloom sector first understands the customer needs and wants before satisfying them. Thus, sound marketing requires a careful customer analysis. Marketing strategy for handlooms involves two key decisions: which customers it will serve (segmentation and targeting) and how it will create a value for them (differentiation and positioning). It defines the total market, then divides it into smaller segments, select the most promising segments and focuses on serving and satisfying the customers in these segments. Then, the handloom sector should design a marketing program – **the four Ps** – that delivers the intended value to targeted consumers.

1. PROMOTION MIX STRATEGIES - Promotion Mix means sales promotion, advertizing, sales force, public relations, direct mail and telemarketing. Not all marketing mix variables can be adjusted in the short run. Typically, the firm can change its price, sales force size and advertising expenditures in the short run. It can develop new products and modify its distribution channels only in long run. Thus the firm makes fewer period to period marketing mix changes in the short run. Finally, marketers must decide on the allocation of the marketing budget to various products, channels, promotion media, and sales areas. To remove these limitations every effort has been made to complete this study and results derived are as valid as possible.

2. PRODUCT MIX STRATEGIES – there are different product manufactured by Handlooms like BEDROOM SET in which they manufacture Coverlets & Bedspreads, Duvet, Pillows, Quilts, Curtains, Floor-Covering, Duress, Doormats etc. Second specialty is LIVING ROOM SET in which they manufactured Curtains, Wall hangings, Floor-covering, Doormats, Cushions, Table cloths, Upholstery. Third is DINING SET it includes Table cover, Napkins, Table accessories, Table runner, Placemat, Tea towels. Fourth is BATHROOM SET in which Bathmats, Towels, Bathrobes, and Shower Curtains. Fifth main product is KITCHEN SET and it includes K-Towels, Dish towels, Glass towels, Cleaning towels, Aprons, Oven gloves/Cloth and Potholders. Last product is FLOOR COVERINGS which includes Carpets, Durries and Doormats.

3. PACKAGING STRATEGIES – Handloom Industry use Plastic Bag and Polythene for packaging the product. They make packages of 20mt, 40mt or set of products. Handloom Industry adopts individual Packaging for certain products like kitchen set, Bathroom set etc. and family Packaging for few product like living room set, curtain and floor covering.

PLACE STRATEGIES OR DISTRIBUTION STRATEGIES - Handloom Industry uses the following channels of distribution. Manufactures-----Godown/Store Houses-----Wholesalers-- ---Retailers--- --Consumers. Handloom has distributed the market in sales territories and store houses. And in every store house there are many sub-stations. This sub-station is linked with dealers. Handloom Industry gets marketing information from dealers and consumer frequently. Industry has special field force for visits to dealers. The industry does not allow any credit period to the dealer. Company gets its orders through dealers. Industry distribution is mainly through its own depots or store houses.



PRICE STRATEGIES - The industry has not uniform pricing policy. Its pricing strategy is competitive oriented. While setting prices, they remind there points that The Competition, Profit Margin and Goodwill. Objectives of pricing policies are Growth in sales and Facing Competition. Industry does not allow credit facility for high level sale. It prepares sales budget on the basis of past year performance and on the basis of market surveys.

The pre-requisites for a healthy handloom industry are a broad and vibrant production base and appropriate marketing mechanisms that suit it. At present, the middleman entrepreneur, who concentrates more on the niche market and seeks high profit margins with low volume sales, dominates the market. Production too gets restricted to these high-value products. Primary producers have no direct access to either markets or market information. As a result, there is a mismatch between production and market demand, which neither traders nor weaver co-operatives are willing or able to absorb. A thorough understanding of the existing marketing channels, including their flaws and strengths is, therefore, indispensable. Market interventions must build on these understandings, rather than be guided by preconceived notions regarding markets. For instance, a commonly encountered suggestion is that the support base for handloom production must come from either the elite niche market or the export market. Our field survey indicates that these suggestions are unsustainable in the long run, for they create instabilities in demand, and consequently, in livelihoods.

15. Suggestion for marketing strategy of handloom project

Marketing in the concept of 4A

Availability:

The first challenges in marketing are to ensure availability of the product or services. Marketers should plan accordingly and strive to reach these markets in a regular basis. Marketers must trade off the distribution cost with incremental market penetration.

I personally suggest, to evolved a hub and spoke distribution model to reach the customers directly either in rural or urban. So that they are aware about the product.

Affordability:

The second major challenge is to ensure affordability of the product and services. In handloom sector supply of good is on time so that customer cannot shift with other product.

Acceptability:

The next challenge is to gain acceptability for the product or services. Therefore, there is need to offer product that suit consumer either in rural consumer or urban consumer.

Awareness':

Build awareness is another challenge in handloom marketing.

Other concept of market strategy

Segmentation

Selecting and attracting markets involves three key decisions, viz., segmenting, targeting and positioning · Segmenting is the process of dividing or categorizing market into different groups based on one or more variables. · Targeting is selecting the market segments, which can be served efficiently and profitability. It is, deciding on market coverage strategies. · Positioning is a market attraction strategy, which involves placing the brand in the minds of the customers in the target market. The various steps involved in the market coverage and attraction process are:

Decision	Action
Segmentation	Identification of various bases for segmenting market Developing profiles of the market segment.
Targeting	3. Evaluating the market segments for their attractiveness 4. Deciding the market coverage strategy
Positioning	5. Communicating the chosen competitive advantage to the customers 6. Identifying a set of possible competitive advantages of the brand 7. Selecting the right competitive advantage

SEGMENTATION

Segmentation is the process of dividing a heterogeneous market into homogeneous sub-units. The division is based on the premises that different people have different preferences. The following are the basic market preferences:

- Homogeneous preferences where consumers have roughly the same preferences
- Diffused preferences where consumers are scattered throughout the market by their preferences.
- Clustered preferences where consumers are found in distinct preference groups.

16. Market viability of handloom

From the days of Charkha, our handloom industry has come a long way. The cultural heritage, preserved for continuity has in fact evolved into many characters, each chronologically identifying with different tastes and moods of genres of that particular time. If **Mahatma Gandhi** could well be the perfect trend setting model for early Khadis, **Nehru** for his Jacket, then **Indira** modeled well for the woman category. Other politicians also donned what was propagated by the torch bearers of early Independent India, but they somehow got dwarfed by the first accepted leaders who are still seen as Brand ambassadors of the trade worldwide.

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. Gradually, it caught the fancy of some designers who started to add variety to it with embroidery, motifs and designs etc. Well, the new avatar started to catch the eyeballs of youngsters, elites and foreigners and then it fell in place with the recognition that was long due; fitting well as exclusive merchandise in its own land. Production started in a big way to meet the demand in domestic and foreign shores. Store chains of Fab India, Khadi Gram Udhog etc. are some good examples of its metamorphosis and big acceptance. The Handloom industry that has adopted various measures and techniques to provide high quality and eco-friendly products to the world market mainly exports fabrics, bed linen, table linen, toilet and kitchen linen, towels, curtains, cushions and pads, tapestries and upholstery's, carpets and floor coverings, etc.

Potential

Well, world over, the trend of natural living and organic products are gaining momentum. People expect everything to pass wield of magic wand and transform to chemical free products. This desire supported with rise in income can bring a revolution in the years to come. Next year may witness a good growth in domestic and export demand and a correct strategy can actually put this Industry in the world map. Depending on your level of commitment you may foray as a retailer, exporter or put up a cottage industry.

In India, it is the handloom industry that is the most important amongst hundreds of small-scale industries. During the period of British rule in India, the handloom industry suffered a major setback. The British Government ruling in India was naturally more interested to make Indian markets outlets for products manufactured in England. Hence, every effort was administered to diminish and subside the Indian handloom industry. Post-independence, with the adoption of various policies during the five-year plans, the Indian handloom industry saw rays of hope. The exquisite designs on handloom fabrics determine the priority in position of demand. This factor holds true for both domestic and international markets of handloom products. It has been rightly remarked that a traditional design is an anthropologist's delight. It is also true that traditional designs are part of the cultural history of the people. Customers of different age

groups look for designs that meet their tastes and preferences. The young shoppers look for patterns and designs that are fancy and modern. Whereas, the weavers of Dhanbad are almost stuck to weaving only traditional motifs and patterns. Hence, to increase the market share, a little thought and modernization on the existing designs are required.

The present business model used by the handloom organizations is currently not viable and successful. For this overall business strategy needs to be reoriented. To gain profit handloom industry has to market its products, and to compete with other products. For this customer needs to rate handloom products superior to other products. In marketing any industry has to face certain competitive forces which govern the industry structure & its profitability. To cope up with these competitive forces there are three successful generic strategies approaches to outperform other firms in an industry:

- Overall cost leadership
- Differentiation
- Focus

-

- **Overall cost leadership:** The overall cost leadership is to reduce overall cost, or play on cost so that one can supply the products at lower cost. This is possible through economy of scale i.e. mass production. Examples of firms that have employed this strategy are Wal-Mart & IKEA.

- **Differentiation:** Another strategy to be competitive in market is differentiation. It involves making your products or services different from and more attractive to those of your competitors. Differentiation can be done through additional features packaging, design and positioning.

- **Focus:** The final generic strategy, focusing (also called niche or segmentation strategy), involves concentrating on a particular customer, product line, geographical area, channel of distribution, stage in the production process, or market niche.

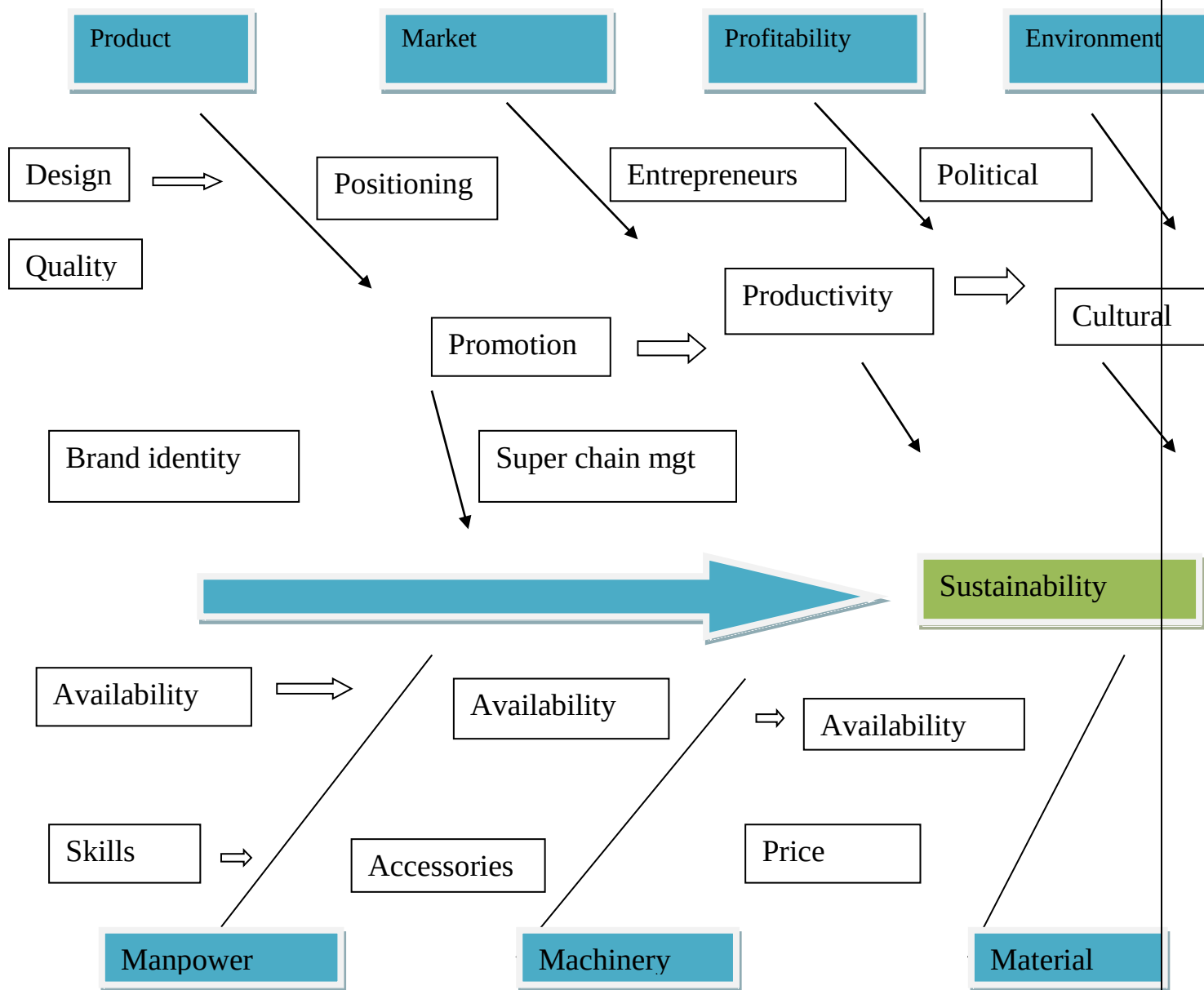
17. Strategy suitable for handloom sector:

In Handloom industry overall cost leadership strategy cannot work. Since the products are handmade as it derives its name “*Handloom*” it’s quite labour intensive which makes it expensive. It seems handloom industry target lower to middle income group which are price sensitive & the handloom products are priced high due to manual labour that’s why on one hand the lower/middle income groups refrain to buy these products and at the other hand the products are not quality rich to tap the elite or higher class. The focus strategy will limit to a particular segment. This strategy narrows the scope for handloom industry. Hence it is suggested that differentiation strategy should be adopted to improve the handloom sector.

Differentiation strategy is creating something innovative, which is best suited to handloom industry. Differentiation can be achieved by creating different set of activities which are as follows

- **Identification of new product:** The fabric can be woven with blending various yarns and designs as every yard can be changed to weave intricate designs which are impossible for the power loom to produce. Majority weavers involved in durries making, can diversify to home furnishing material and upholstery material. In handloom sector especially for each cluster such as for Jharkhand products like reversible - weft backed furnishing varieties like yoga mats, floor carpets, pooja mats etc. can be produced.
- **Quality Assurance system:** The quality assessment of yarns, woven fabric, dyeing, finishing & packaging should be done nicely. To create a permanent space for the handloom products in the national and international market quality assurance is of utmost importance.
- **Promotion:** In case of handloom, first of all, there is need to create awareness about the features and advantages of handloom products. Effective publicity through appropriate media mix should be done. Print and electric media can be used in right proportion. A regular buyer-seller meet is required so that the weavers get a platform to market their products.
- **Distribution channel:** The differentiation in distribution channel can be done through online sales through website, marketing personnel’s can be consulted, a tie up with boutique owners can be done to sell the handloom products, chain selling readymade garments such as Westside & Big Bazaar can be approached.

18. Cause and effect analysis of marketing viability of handloom



Sustainable Development

The development that "meets the needs of the present without compromising the ability of future generations to meet their own needs."

The cause and effect diagram given above indicates seven factors that have a direct effect on the sustainability of the Handloom Industry. The key factors are the product, market, profitability, environment

and the **3M's** namely **men, machine and material**. The forthcoming chapters examine the sub causes leading to every element in detail and the strategies to overcome the problems.

So marketing strategy is crucial element of this project. I am trying my level best on the basis of primary survey of handloom customer and shopkeepers of Dhanbad make this strategy on that basis so that when agreement of 2 years end and this project will be handover by these SHG they will get the benefit.

19. Suggestion and recommendation on the basis of understanding this project and personal interview with weavers and on the basis of primary data analysis.

- Many weavers is first time experience of weaving and on the other hand their expectation from this project is too high so in initial phase if any desire of weavers not full fill they are many time disappointed so in my recommendation in this condition is that time to time any staff of BCCL visit the project area and motivate the weavers for future prospective.
- Some basis facility provided by BCCL like drinking water, bathroom and fan but try to improve this facility especially water and bathroom because many weavers grievances is this. If this facility improves they are more connected with project in initial phase.
- One of the very important recommendation from my side is to if possible then appoint one more trainer in each project side because one trainer is not enough to trained all weavers in a day and this condition many weavers spend the time in gossip because trainers are not available all time or lack of time spend with individually.
- One more important recommendation is that tries to improve technology and try to build wending machine so that work will done on time and efficiency of worker increases.
- There is lack of drams machine so if possible then provide some more drams machine.
- During my visit of project areas I personally observes that some of the weavers have great potential so try to select some weavers for marketing prospective, management prospective and one more important factor is leadership so that in future the handle this project properly if they trained accordingly to requirements of work.
- This project is not only important factor of livelihood of weavers but also their family member too. In my personal interview with weaver many weavers husband is auto driver or do the labour work

out of the states so my suggestion is try to convince them to this project is also useful for weaver's family. Like after two year there is need of transport regularly for supply the product or purchase raw material on daily basis in this condition they join their family member who has their own auto.

- One more important suggestion is that try to select some product for future prospective and trained the workers according to them so that they are more experienced.
- Hold monthly progress review meeting with weavers so that they are update with day today improvement.
- Linking small manufacturer with exporters.
- Employee designers on contract basis to develop design for selected market.
- Mini exhibitions in the provinces buyer/seller meeting.
- Facilitate display of product in hotels & exclusive boutique shops.
- Try to introduce IT in management designing.
- Facilitating micro financing to individual weavers.
- Try to establish partnership with local hospital so that they purchase bed sheet regularly and give them discount with market price.
- In Dhanbad on average more than 5000 permanent staff of BCCL so tries to motivate them purchase handloom product once in a month or one month gap.
- If possible then select some staff of BCCL and try to visit them on project area and in this condition they see the hand weaving product they are socially connected with them.
- To attract skilled weavers to the program, higher stipends may be given.
- Product quality doesn't alone serve the customer's purpose. The business should understand who is his customer, where the customer wants the product or service, in what form, at what price. To sustain in the competitive business environment every industry is trying to understand these aspects and practice it in reality.
- The sector has great market opportunities if it is ready to take them. Products made by using organic cotton yarn and natural dyes in high demand in the developed nations and upper segment that are health conscious. For these kinds of products research and development, training and knowledge sharing are crucial things.
- Pricing strategy must be formulated on the basis of the market demand, the segment that is targeted, cost of the production, value added to the product and brand image of the product.
- To keep logistic cost and cost of raw material low, decentralized spinning mills can be established in the handloom cluster level.
- To maximize the productivity and quality, the weavers should be given incentives for their skills and efforts. Incentives motivate any worker to give his best.
- Production of mixed and blended fabrics to be encouraged.

20. Case study

Case study

Of

Samridhi textile

Owner name:-Dinesh pashwan

Location:-Basta colla colliery,dhanbad(Jharkhand)

Case study on power loom business of samridhi textile of Dhanbad region. Main focus of this study is to acknowledge the erstwhile causes of failure and explore future prospect of this business.

Prepared by:-Barunesh

IIHMR University, Jaipur (Rajasthan)

MBA-Rural Management (2015-2017)

Under the guidelines of: Dr.sc Prasad

HOD: sustainable development

BCCL (Dhanbad)

Date of submission:-May23, 2016

Abstract:-Handloom industry is one of the oldest industries in India and provided livelihood to millions of rural people across the country but in past the britishers rulers strategy of destroying the Indian heritage in this domain forced this business offering livelihood to millions of Indian to get destroyed under their well thought conspiracy. Power loom industry is the upgrade machine of handloom where production of textile industry is going fast way. The element of art and craft present in power loom make it a potential sector for the upper segment of market, domestic as well as global. The central and state government implemented many schemes to uplift the economic condition of handloom and power loom weavers and small entrepreneurs providing incentives in the form of grants and loans. The present study focus on causes of failure samridhi textile industry and future prospect if the managed in changed scenario.

Introduction

The power loom industry is one of the weaving hubs of the country and important segment of the decentralized cotton textile industry in Jharkhand. Power loom industry weaves cotton by power – operated machines or looms and work in the form of beam and weft directly through bobbins. The study is concerned with only power loom which are in small scale sector in the state of Jharkhand and this sector is one of the most important segment of the textile industry in terms of fabric production and employment generation if working is managed through proper channel and proper management. Weavers of samridhi textile mainly devote themselves in weaving cover of rajai and gaamchhas (locally made towels). These products are supplied to different part of Jharkhand and also in local market. Present study is concerned with the socio economic status and development of business engaged in small power loom individual entrepreneur in area of dhanbad (Jharkhand).

R.R Ansari (1984) in his research work explained the marketing problems of power loom industry in Malegaon city of Nashik district. He has very specially indicated the marketing problems faced by the power loom industry. **Omkar Goswami** (1985) has made an analysis of demand and supply in the cotton textile industry. According to him, only the power loom sector and the pure spinning units seem to be doing well. 65% to 70% of composite mills and the entire handloom sector are sick. **D.C Mathur** in his book “[Personnel problems and labour welfare A study of cotton textile industry \(1993\)](#)” had explained about personnel management in the cotton textile industry. In this case study, the reason for failure of textile industry is lack of personal management. We discuss further about this matter.

Background of case study:

Dinesh pashwan who is 42year old started power loom project in 2012 at Basta Colla Colliery in capital town of coal, Dhanbad. He is small entrepreneur who has invested money to run business to an amount of Rs.20lakhs. Without any knowledge of power loom sector he started business with passive enthusiasm. He did not have any knowledge about business and without any planning he started this business with his courage and hard determination. Dinesh Pashwan is not well educated, he has done his matriculation only but at the same time his willpower is so strong. Before this project, Dinesh pashwan interested in local politics and he is socially well person and honest also. He likes to spend time with his friend and if someone of his friend in trouble he without any hesitation cooperate them. My three days visit to basta cola by auto and the atmosphere of Dhanbad is too hot but the road and transport facility is good. Local people are cooperative and young people of dhanbad are busy on education and work. Generally most of the people of Dhanbad are either work in coal India or private work. I live in koyla nagar,Dhabad in rented house and the distance of my place to basta cola is around 12km.Basta cola is on route of jharia and jharia is famous place of coal mining. First time I meet with Dinesh pashwan through DR.S.C Prasad who is head of department of sustainable development in BCCL. Under his guidance I completed my summer training and at the same time his guidelines enhanced my knowledge about power loom project and he suggested to meet the owner of samridhi textile 2 to 3 days and try to understand why this project failure and what is the future prospective of this business.

The first meeting with Dinesh pashwan was informal and around 2hours I patiently listened the history of Dinesh pashwan and this history is not directly related to this project but there is some impact of this story is to failure the project .Dinesh pashwan is very interesting personality. When I knew the history of Dinesh pashwan I was very surprised that he is a person who lost Rs.25lakh rupees in his business but he has no pressure about this beside his hard determination and high patience level. Dinesh pashwan is too much open minded and very much talkative in nature. Around 2 hours of informal talked Dinesh pashwan came to the point that in what circumstances he started the power loom business ,how he started this business, what type of problems he faced in initially period and what he understand now that as to why this business failed and what are the motivational factor that he again rethink to start this business.

About the project:-

Samridhi textile project is micro-scale business, built in the Basta cola area of Dhanbad. This project was started in 2012with 6 power r loom with an investment around Rs.20lakhs. The producers of this unit are sold on local market.

Samridhi textile has closed in 2015 due to huge losses which accrued in business and again he has restart on 2016 in the month of April-may.

Inside story of business so far on the basis of personal interview:

Dinesh pashwan started poor loom project in 2012 at basta cola colliery in Dhanbad . Idea came to his mind that he must do some business because he had money but he did not have any work so he spent his time with his friend without any purpose so when he realised that how his family might trust on him .He thought and connected with some friend for some idea that in which sector he should invest his money. At that time he meat his relative who is also a small entrepreneur in power loom industry and here the story began.

Dinesh pashwan got the inspiration from his relatives and before starting the power loom business he talked with his relative and some days he observed the work. Some perception he built in his mind about the working culture and profit assumption. His calculation before the starting of the project is as following through relatives running business of power loom:-

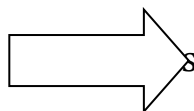
Per day calculation:-

3 machine running-100mtr/machine



Got 300rs per day

Owner get benefit



s /day in one shift

Again he thinks that if he get double the shift then the profit is

$600 \times 2 = 1200$ per day

Less: maintance cost=200rs

Profit = $1200 - 200 = 1000$ rs/day

So monthly income in starting period is $-30 \times 1000 = 30000$ rs.

On the assumption of profit Dinesh pashwan finally decided to started power loom business in 2012 with partnership with his relatives but all money invested in this business by

Dinesh pashwan but by sharing of work his relatives also became partner of profit in his business. Dinesh pashwan did not know anything about power loom machine and also had no knowledge about business prospective. He was not investigating the market before starting the business and the main reason behind this was blindly faith on his relative and dependency on him. He had money, but at the same time if someone has money the money power doesn't help see him the real world. Money came to Dinesh pashwan was without any labour and hard work. Money came through his share of father income according to Indian culture. So, without any hard labour or work if you have money then you don't know the importance of money. On the other hand he was in enthusiasm to start up business the reason behind this was he tried to stand up on his own feet so that any person don't say that he is useless and he spend his time on father income so he try to proof himself.

After getting all information through his relative, Dinesh pashwan agreed to invest 25lakh rupees.15lakh investment on building and machine cost and 10lakh rupees for raw material and at the same time he have 10lakh rupees spare for capital rotation in beginning phase of business. Before purchasing the machine, he meet with one of the adviser, who had knowledge about the power loom machine and where there is best distributor but the brokerage charge for each machine was around 5000rupees as demanded by agent. At that time Dinesh pashwan contemplated that if he would buy 6 machines then without any effort he would give 30000rupees to the broker (6×5000). So he politely got all information regards machine, where is the good distributor of power loom machine, how much he bargaining and so on. After getting the phone number of dealer he approaches directly and through demand draft payment he purchases 6 power loom machine. The cost of 6 power loom machine is around 8 lakh rupees. So after he started his business and at the same time he opened one workshop also.

In the foundation phase he hired on 10 workers with the help of his relatives .5worker were appointed in workshop who composed ready the raw material and 5 workers were appointed in project that used to build ready the production. He did not know the salary that how much salary should be given to weavers so as per his relative's suggestion the highest salary of weaver is 10000rs.and the lowest salary of worker was 6000rs. In the starting phase the production of sarees and local made towel was supply in local market like jharia . Demand of handloom product is too high according to Dinesh pashwan but the problem is production. Weavers knew that the owner of samridhi textile don't have any knowledge so that they don't work properly and on the other hand Dinesh pashwan unaware about that problem because lack of business knowledge and trust upon his relatives. In powerloom always used mixed silk, synthetic, bright, kichhi, polestar, rolex and plastic and handloom used expensive silk yarn but in samridhi textile generally used mixed silk yarn due to lack of knowledge so the raw material cost is also high and in other side the cost of per unit of

production is very high. Due to this reason after compilation of 4 to 5 months huge loss accrued and the surplus money of 10lakh rupees also invested in money. In one side he doesn't understand the labour cost and other side the cost of raw material is very high. The design of the product is simple so this did not generate any profit in around 6months of his business.

When the surplus money of Dinesh pashwan was invested in business after 5 month complication of business and there is no profit in business a big question came to on his mind as to how the business should continue in this situation. With open eyes and mind he thought about why this situation has arisen. After that he calculated the labour cost and he found that per day loss was around 5000rupees. At the same time he realise that his relatives cheated him because in every labour cost some amount of commission has been fixed by this and also in the help of management his relatives mismatches his money on his own pocket. Now there is no any other option left on him because all the money he had invested in business was at stake. Then he tried to understand the working culture of power loom and how this is functioning he try to understand. After 1 year he reduced the labourers and try to do more work by him. At this time only the production is local made towel and cover of rajai. At this situation work is not running smoothly because of local made towel production is 3feet but the size of machine production unit is 6feet. In this situation production cost is greater than the cost of goods. So finally in month of October 2014 the business of power loom was closed.

At the time of recession of samridhi textile, Dinesh pashwan did not lose his courage. He tried to understand the functioning of machine. His determination to re start the work was inspirational for much micro level business. He believes in the fact that the lost thing may be found at the place where it lost. So he tries to re start his project but he has no money. Many places he went to support for help but in bad situation no one is with him so he tried to approaches the bank for grant loan but bank denied for loan. Every one denied to support him but Dinesh pashwan did not lose his courage, moreover one of the friend of him because ready for partnership finally with a capital of 50000 he has regain start this work .the difference is that this time without any labour he restarted this work. All work is done by Dinesh pashwan itself. Firstly he cleared the due amount of electricity bill of 15000rupees and bought the raw material like yarn amount of 35000.In this time the production of locally made towel and coversheet of rajai is itself in spending 2 months only.the amount of production of final good is around 25000.some amount of final goods are supplied in market and the money came to him around 15000.These goods were supply in local market. So slowly but surely if that determination he continue his work with hope that one day he success on his business unduly.

Reason for failure:-

1) **Marketing problems:-** The businessmen(Dinesh pashwan)of power loom industry was not aware about the management skills in the area of marketing. He was mostly dependent on the middlemen. He not only faced marketing problem but he was exploited by the middlemen also. In the case of Dinesh pashwan he started the business but without proper knowledge about management. He only invested money on his business but without any future planning. He does not calculate the per day cost of production which caused huge loss accrued everyday in business.

2) **High cost of raw material:-** shortage of raw material is also a hurdle for the power loom industry. The shortage of raw material takes place because of two main reasons. When the export of cotton rises and another is artificial shortage by the yarn merchants’.

3) **Problems of electricity:** - The most important problems of this business is the scarcity of electricity. Dinesh pashwan is not mention about this problems because of ignorance of prospective benefit about electricity but my 3 days visit to project area, I felt that if he faces 4 to 5 hours load shedding in the working hours, the production level decrease if he try to continue their work in these periods, he has alternatives to use generator machine which increase their production cost by a great extent.

4) **Unhealthy working condition:** - The power loom machine creates a very high decibel sound when they are operated. The noise is so strong that it is very difficult for a worker to hear his own voice at the time of working. This noisy environment creates serious health hazards for workers like hearing problem, insomnia, sinus problem.

5) **Lack of variation in design:** - The design of towels and cover of rajai are almost traditional on the other hand, in the case of samridhi textile he usages cotton yard so that cost of production is high and design is not according to price so in that situation profit margins is not high and some time lose accrued.

6) **Lack of modern technology:** - In the case of samrdhi textile, **one** of the reason for failure is this industry is running discarded and absolute power looms. The machine was outdated, which result in low productivity. Cost of maintains is high and too much money spend on labours.

7) **Lack of technical training:** - The workers and owner of textile industry are mostly technically untrained.

8) **Maintains of accounts:** - The central **reason** for failure of samridhi textile is, the owner of industry does not maintain any account of transaction, ledgers and trail balance due to which does not calculate per day profit and loss. In the beginning he regularly invested the surplus money without any calculation of cost and profit margin. After shortage of money when he assumed that, the per day loss occurred at that time was around 5000rupees.

Future prospect of this business:-

This industry (power loom) is related with many diversified activities. The flourishing power loom business will directly contribute to expand many other sectors also. Most potential investors will want to see a business plan before they consider funding in business. A business plan plays a key role in allocating resources throughout a business. a business plan can be used a trail to identify where you are and where you want to go.

SWOT Analysis of future prospective of power loom business:

SWOT analysis is a tool for auditing an organisation and/or industry and its environment. It is a first stage of planning and helps marketers to focus on key issue. Strengths and weakness are internal factors. Opportunity and threats are external factors.

Strength:-

- 1) **Local labour availability:-** The labours those are required for the production of power loom product(from purchasing raw material ,washing,processing,knitting,storing,packaging,to the delivery of the finished goods) are locally easily available.
- 2) **Effective distribution system:-** The distribution system for procuring raw material as well as delivering of the finished products to the customer is very strong. Finished product is being delivered through truck, auto and other medium of transport at right time.
- 3) **Strong market appearance:-** local market is available for marketing the fabrics produced. Only problem to ensure better quality of the product at reduced cost.

Weakness:-

- 1) **Unskilled labour:** - Though all the labours for power loom industry are locally available yet they are not so much skilled as they can effectively perform all their respective work and task. Hence decrease the productivity of their own work as well as their respective industry. The reason for their unskilledness is illiteracy and absence of proper training.
- 2) **Poor training capacity:-** Neither the owner nor the labours are very much interested in providing and receiving the training respectively. Owner are running with shortage of extra to conduct training and some of them do not take it seriously.

- 3) **Mismanagement on the part of owner:-**Majority of the owner are doing their business on the basis of their past experience only and are not aware about the present modern scientific management techniques of running business organisation which are being used in the present corporate world.
- 4) **Poor technology support:-** In the district Dhanbad , the cloth production machines are being used {power loom,handloom,raw yarn washing machine } are of old techniques which productivity are very low as compare to the modern advanced available machines.
- 5) **Lack of professionalism:-** This business is run by the people who are not much educated. In this present era of “Cut Throat competition”there is dire need of professionalism in the business which will enhance the productivity and proficiency of the business as well as the employees and employers. There is need of the person who can manage well the professionally.

Opportunity: - External chances to make greater sales or profits in the environment.

- 1) **Untapped market:** - There is great scope for the consumption of the cotton cloth production in India. A large population of India wear cotton cloth and especially in summer season i.e. hot temperature of summer. And there are so many areas in India where we can deliver our cotton cloths.
- 2) **High demand:** - There is almost no difficulty in creating or searching for the new ground of the demand of cotton cloth. It means that there is sufficient demand for selling and marketing of the cotton cloth in Jharkhand as well as other state of India.

Threats:-External elements in the environment that could cause trouble for the business in future prospective of business.

- 1) **Perfect competition:** - In perfect competition it's the consumer who is going to be benefited through purchasing on low price and in this situation the bargaining power of the consumer is increase. And it's the producer who is going to be loss by reducing their product price in order to get maximum customer coverage. And day by day this competition is going to be very stiff.

- 2) **High /increasing cost of raw material:-**The row material yarn constitutes almost 75% to 90% of the total cost of the production of the cotton cloths. And we have seen that the price of cotton yarn is increasing very fast. Rs 450-600 in the year 2009-2011 to Rs. 1000-1250 in the year 2012-2013 to 1300-1800 in the year 2014 to till the date. Consequently creates hurdle in purchasing this by middle and lower level of weavers and increase the overall cost of production.

So future prospective of power loom business is very fast if professional of this business follow modern way of business irrespective of traditional working system.

Suggestion/Recommendation:-

- Before starting or restarting of business the employees must be trained according to their job responsibility so that they can perform their duties correctly.
- An industry must place adequate number of expert on every project that can work with skilled workers and can guide them in order for successful implementation of project.
- There must be a management structure that includes the entire project related tasks are properly defined.
- Project cost must be assessment. The project should only proceed if they are clear with full life cycle assessment cost of the project.
- Risk analysis of the project is necessary so that a owner of company should understand the cost which could arises in the later stage of the project and prepare a plan for it.
- There must be a contingency planning so that if plan A does not work or there may be any changes so plan B should always be there to help the project to run smoothly.
- There must be a financial management guide should appointed in no matter once in a month so that all expenditure commitment such as expenditures that a company has committed to spend over a period of time in project should be recorded on central tracking system so that all the invoices received against that commitment should be recorded properly. This will help you to identify all the expenditure and total liability at any time when needed to check the financial position of the project.
- Some marketing assistance to upgrade business like: - Domestic Marketing Promotion ex. Organisation of expos, events and craft melas.
- Development of web portal for e marketing or try to make partnership with Feb India or snap deal or other portal of marketing channel.
- Local designer are skilled enough but they require proper training for new design development through expert in this field which may help value addition in the existing product.
- For direct marketing support frequent buyer seller meet for entry big/bulk purchaser, exhibition cum sale, formation of marketing consortium, proper advertisement through different media is highly essential.

- Try to purchase modern machine like jacquard machine so that design of product is upgraded.
- Built a lassoer machine so that break of cotton yard is quickly solve out through this time save and more production in less time.
- In business must follow the professionalism and don't trust with anyone blindly.
- The sector has great market opportunities if it is ready to take them. Products made by using organic cotton yarn and natural dyes in high demand in the developed nations and upper segment that are health conscious. For these kinds of products research and development, training and knowledge sharing are crucial things. These R&D, training, information centres and mini spinning mills to be come up at weaving centre level so that the weaver can have easy access to primary business needs.
- Identifying high growth areas, new product categories and potential marketing avenues on continuous basis will direct the handloom sector towards profitable business model. New product categories can be organic cloth, high growth areas can be kids wear, and new market avenues can be forward integration setting up the tailoring units and readymade garment making units in the handloom cluster to produce readymade handloom garments. Finding opportunities to export customized products according to the external market needs.

Conclusion:

Merchandising and marketing have been recognized as being central to the growth and development of handloom sector in India. Domestic marketing is important for providing a link between the producer and consumer. The marketing and export promotion scheme is needed to promote the marketing of handlooms in the country and to improve the levels of awareness among handloom weavers and the general public in the interest of overall development of the handloom sector and to give assistance to handloom agencies for building up, developing and marketing of export – worthy handloom products and helps in international marketing by way of participation in international exhibitions and buyer –seller meets.

Reduce the prices , increase availability , improve the quality / colour durability , innovative design, More varieties ,latest fashion and trends , more organized , more advertising , increase awareness , special market survey for handloom products , customization, suitable to weather conditions and reduce intermediaries etc. are needed to improve the satisfaction level of handloom customer. Promotion / advertisement, availability / increase number of outlet, exhibitions, develop new designs, awareness, price to be reduced, proper marketing, and more customization of products, link it with brand India , improve the quality , customer friendly services , improve durability , provide machines to weavers ,remove middleman from chain and fashion orientation etc. are needed to make handloom more popular.

Government should help in opening more outlet , exhibition and trade fair , loans to setup a shop Subsidized the products, relaxation on duties and taxes ,improve the marketing strategy , encourage the mechanization ,special outlets ,implementation of the rules strictly ,outlets at village level / Talk , better technology for weavers at cheaper rates ,discount , competitive customer service , compulsory selling of handloom products at all textile outlets , Compulsory for school uniform, helps in generating in more designs and Government should see overseas opportunities to make the handloom sector survive.

21. Conclusion

Marketing viability of handloom project was a boundless opportunity for me to build up myself for my future career. This project included so many prospective of learning like livelihood, skill development, women empowerment and knowing handloom. I have learnt a lot of thing during my training. I have also learnt the practical concept of rural marketing when I collected primary data with handloom customer and shopkeepers I tried to build concept of marketing in a practical manner.

The major problems in these localities is unemployment, lack of skill based training and pan city of seed capital with people for starting an enterprise as well as. In my personal interview with weavers I found that they have shown their willingness and enthusiasm for involving themselves actively in this training project of handloom. So considering the existing problems of prevailing unemployment and poverty in this village, there is an imperative need of skill development to provide employment opportunity to the youth and women of these villages besides of particular weavers chosen in first round. This handloom weaving project skilling and employment strategy aimed at sartorial and regional development of the people in these villages with a main focus on women empowerment through employability to them is an imperative need of time for improving the life of villagers and weavers. So, enhancing employability and employment opportunity among the women of these particular village would automatically improve the poor condition of malnutrition among women and children, health and hygiene, education \$ sanitary etc. This handloom project provides weavers to facilitate them as a sustainable development of her life and stand on her own leg and besides these women is role model for other villagers also.

The handloom industry had to suffer a lot during the British rule on account of policies, pursued by the British Government ruling in India. History of handloom industry can be traced back to early days of its pristine glory. The handloom industry also underwent a precarious phase during both the world wars and trade depression of 1930, which indirectly proved beneficial to mill-made cloths. The unfair price competition between handloom and machine textiles resulted in the decline and decay of handloom during the period 1800 to 1913. The emergence of British mill textiles reduced the cost of cloths and import of cheap textiles caused the handloom to collapse as there was no technological improvement in the handloom sector which would help to reduce the cost of handloom and make it competitive with the imported textiles. During the pre independence period the handloom industry had few positive impacts with the formation of Weavers' Co-operatives, appointment of Fact Finding Committee to study problems of the industry in detail and establishment all India handloom board.

Merchandising and marketing have been recognized as being central to the growth and development of handloom sector in India. Domestic marketing is important for providing a link between the

producer and consumer. The marketing and export promotion scheme is needed to promote the marketing of handlooms in the country and to improve the levels of awareness among handloom weavers and the general public in the interest of overall development of the handloom sector and to give assistance to handloom agencies for building up, developing and Marketing of export – worth handloom products and helps in international marketing by way of participation in international exhibitions and buyer – seller meets. Reduce the prices , increase availability , improve the quality / colour durability , innovative design, More varieties , latest fashion and trends , more organized , more advertising , increase awareness , special market survey for handloom products , customization, suitable to weather conditions and reduce intermediaries etc. are needed to improve the satisfaction level of handloom customer. Promotion / advertisement, availability / increase number of outlet, exhibitions, develop new designs, awareness, price to be reduced, proper marketing, and more customization of products, link it with brand India , improve the quality , customer friendly services , improve durability , provide machines to weavers , remove middleman from chain and fashion orientation etc. are needed to make handloom more popular.

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Questionnaire for the handloom weaver of the society

1. Name (Optional) :
2. Gender : 1. Male () 2. Female ()
3. Age :
4. Marital Status : 1. Married () 2. Unmarried ()
3. Widow () 4. Divorcee ()
5. Social Group : 1. General () 2. OBC ()
3. sc/st () 4. Minority ()
6. Educational Qualification : 1. Up to 10th () 2. Up to 12th ()
3. ITI/Diploma () 4. Degree ()
5. Others ()
7. No. of family members : 1. No. of Adults () 2. No. of Children ()
8. Head of family :
9. Education of children :

Up to 10th Std.	
Plus Two	
ITI/Diploma	
UG degree	
Others	

10. Monthly Income (in Rs.) weaver : A. From Weaving :
B. From other source :
C. Total :
11. Monthly Income (in Rs.) weaver family :
12. Type of family : 1. Joint Family () 2. Nuclear Family ()
13. Whether you live in owned or rented house : 1. Owned () 2. Rented ()
14. Months of experience in handloom : months
15. How long has your family been
Involved in weaving? : 1. Your Parents () 3. Even before that ()
2. Your Grandparents () 4. Not Traditional ()
16. How much time do you spend
on weaving per day? :

17. Your husband income (monthly) :(monthly)

18. Are you satisfied training provided by

BCCL/JHARCRAFT : A.YES () B.NO ()

19.If yes then how much score you given

Out of ten :(score)

20. How much time you spend in training :(days)

21. Does this training enhance your knowledge : A. yes ()

B. No ()

22. If no, then what do you think as to how many

More days do you need further : (days)

23. What you think about handloom weaving career

Will this ensure bright future for you : A. yes ()

B. No ()

24. Has this programme helped you raise your : A. YES ()

Status in family and society : B .No ()

25. Are you satisfied the services provided

by BCCL/JHARCRAFT : A.YES ()

B. NO ()

26. Are you happy that now you are a

Member of SHG : A.YES () B. NO ()

Questionnaire for the handloom product customer

1. Name of the customer :
2. Gender :
3. Age :
4. Education :

A. Primary () B. Middle () C. Secondary ()
D. H.S.C () E. Graduate () F. P.G ()
G. Any other

5. Occupation :

A. Services () B. Business () C. Housewife ()
D. Unemployed () E. Student () F. Any other

6. Monthly Income

7. Advantage of wearing

Handloom product

(Give the mark out of 10 for each) :

- A. Comfort
B. Looks
C. Soaks sweat
D. Easy washing
E. Gandhi principles
F. For comfort & status
G. Looks unique and Durable
H. No reply
I. Other

8. Disadvantage :

- A. Nothing
B. Expensive
C. Bad/rough finish
D. Need maintenance
E. No range pattern
F. Not durable
G. Not easily accessible
H. No reply
I. Others

9. When did you start wearing

Handloom product :

- A .Year (15 to 25)**
- B. Year (25 to 35)**
- C. Year (35 to 45)**
- D. Year (45 to 55)**
- E. Sometimes ago**
- F. Many years ago**
- G. Since childhood.....**

10. Types of cloth customer prefer:

Items	Male	Female
1. jeans		
2. Formal		
3. Saress		
4. salwar kameez		
5. Kurta pajama		
6. Traditional		
7. Bedsheet		
8. handmade Towel		
10. Curtain		
11. Others		

11.

Opinion about why handloom cannot

Substitute other cloth :

- 1. No range, variety in handloom**
- 2. Very expensive**
- 3. Not durable/poor quality**
- 4. Need maintenance**
- 5. Old fashion**
- 6. Others**

12. Customer tendency of wearing

Handloom product :

- 1. Occasionally**
- 2. Regularly**
- 3. Often**
- 4. Sometimes**
- 5. First time wearing**
- 6. Only in summer**

13. Suggestion for making handloom

Popular :

- 1. Advertisement**
- 2. Reduce price**
- 3. Marketing**
- 4. More range/variety**
- 5. Mix tricot**
- 6. A combination of all above five**
- 7. More rebate.....**
- 8. Others**

Questionnaire for shopkeepers

1. Name of shop
2. Name of shopkeepers
3. Gender
4. Age
5. Mobile number
6. Email id.
7. When did you start this business.
 - A. Above 10 year or more
 - B. 5 year to 10 year
 - C. 1 year to 5 year
 - D. Less than 1 year
 - E. Others

8. Do you sell handloom product A. yes () B. No ()

❖ If yes then please fill the form above mention

9. Where from do you purchases handloom product:

- A. local market
- B. In City level
- C. In state level
- D. Out of state
- E. Not Fixed

❖ Give the rank out of 10

10. How much demand of handloom product

11. How much demand of handloom product compression to other substitute product

12. Why demand of handloom product is not too high according to your experience

- A. Very expensive
- B. Lack of variety
- D. Old tradition of product
- E. No range of pattern
- F. Not easily accessible
- G. supply is not on time
- H. Others

13. Which type of handloom product is in more demand :

- A. Bedsheet
- B. Curtain
- C. Handmade towel
- D. Sarees
- E. jeans
- F. Formal
- G. Shirts
- H. Salwar kameez
- I. Kurta pajama
- J. Traditional
- K. Others

14. If new producer of handloom want to connect with you

For selling their product, what you recommend them

In ranking wise

- A. Profit margin
- B. Variety of product.....
- C. Price is not high
- D. Regularly supply of product.....
- E. Others

15. If new producer of handloom want to tie up with you

Which type of product you prefer to purchase according

To demand of product

- A. Bedsheet
- B. Curtain
- C. Handmade towel
- D. Sarees
- E. Jeans
- F. Formal
- G. Shirts
- H. Salwar kameez
- I. Kurta pajama
- J. Traditional
- K. Others