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THE ROLE OF SAMBALPURI HANDLOOM IN THE ECONOMIC GROWTH OF BARGARH DISTRICT ODISHA

Kunal Mishra,
Research Scholar,
Department of Business Administration and
Management,
Sambalpur University, Jyoti Vihar, Burla
E mail id: mkunal.mishra@gmail.com

Dr. Tushar Kanti Das,
Associate Professor,
Department of Business Administration
and Management,
Sambalpur University, Jyoti Vihar, Burla
E mail id: tkd@live.in

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Abstract:

When Human Beings civilized, handloom has been an integral part of men. In this sense handloom has been an oldest industry of the world. From ancient period to the modern period handloom industry is closely connected with the economic growth of the land. So to say the Handloom Industry has a major role in the economic growth of India also. India has a rich, diverse and unique handloom tradition since long. History speaks that, weaving has been an extremely developed craft since Indus Valley Civilisation. From Historical records it is evident that, India is a country where dyeing, printing and embroidering has been a continuing process. The array of handloom textiles varies in different regions of India because of its Geography, Climate, Local Culture, Social Customs and availability of raw materials. A number of raw materials like cotton, silk, jute and bamboo etc. are used for creating fabrics in India. But silk and cotton predominates the Indian weaving tradition. The craftsman does most of the work by hand but due to eruption of modern technology the process has become simpler and faster. The fabrics of India are unique for the workmanship, colours and durability. Every State in India is known for a particular handloom which reflect in the vivid life style, culture and geography. Moreover Odisha is not an exception to it. Odisha is a land of rich culture, rich monuments, rich temples and rich natural beauties. All these reflect in the handloom production of different regions of Odisha. So far the present topic is concerned, it relates to the Western region of

Odisha. In the western region of Odisha, Bargarh is a prominent place for its culture, tradition and craftsmanship.

Key Words: Handloom, Culture, Weaving, Geography, Economy

Demographic Profile:



Since 1947 Bargarh was a sub-division of Sambalpur District of Odisha. It became a separate district in 1993. At present the population of Bargarh is 13.46 Lakhs and covers an area of 5,837 sq. kms. Out of the total population 6.64 lakh are female. The female population has also a greater role in handloom to their counter part. The handloom industries is a cottage industry through out the villages of Bargarh and it contribute a lot in the economic development of Bargarh. It not only assist in the economic development but also brought name and fame to Odisha and particularly to Bargarh. The present study is a conceptual one which discuss the overall growth handloom and particular to Sambalpuri Handloom.

Objectives of the Study:

1. To observe the changes that took place in the income, employment and indebtedness of the weavers.
2. To ascertain whether 'Sambalpuri Handloom' Industry in Bargarh District has undergone any structural changes.
3. To study the problem and prospects of Sambalpuri Handloom in India.

Method of the Study:

The method of the study is empirical in nature. A door to door survey with a questionnaire have been done during the pandemic and an analysis has been drawn on different aspects of the weavers. The study is a sample one

relating to Bargarh district of Odisha which constitutes an area of 5,837 sq km with a population of 13.46 Lakh having 2 Sub Division, 12 Tahasils, 12 Blocks, 1 Municipality, 3 Notified Area Council (NAC), 248 Gram Panchayat and 1208 Villages.

Survey Design:

The scholar has used Multi Stage Sampling method for collection of Primary datas. In the first stage the district has been divided into blocks. In the second stage each block has been divided into villages which concentrate on Sambalpuri clothes.

Nature of the Study:

The study has been done for academic pursuits to understand the economic growth of the weavers.

Limitation of the Study:

The present study is limited to one district out of the nine districts of Western Odisha where Sambalpuri Clothes are produced. Other limitations may be incidental to the design, conduct and coverage of the survey, with the nature of cottage industry and the persons engaged in making the Sambalpuri Handloom.

A majority of the respondents are illiterate. The answers given by the respondents to some of the questions are recorded with approximate figures . The possibility of understatement or overstatement by the interviewed, under the circumstances, might not be ruled out inspite of precautions taken.

The non availability of the required and reliable information from both published and unpublished records is one of the other limitation.

The problems faced by the weavers from economic and social point may be the other causes. Therefore, the problems of the weavers cannot be analyzed fully through economic tools alone. In view of this, the study should be interpreted and understood within these limitations. However every possible care has been taken to present the information in an unbiased and clear manner, keeping in mind the objectivity, accuracy and clarity.

Perspective of the Study:

It was in the year 1928 a young man of Dapakatikira of Bheden in Sambalpur district came to Bargarh and inspired by Swadeshi Andolan of Mahatma Gandhi fully mingled himself in the Khadi Institution. By that time the people

belonging to Scheduled Caste were the weavers. He learnt the technique of Khadi Yarn from Cotton Fibre and gained knowledge on Khadi Cloth through sizing process. His endeavor for weaving put forward to study the art of dyeing from ancient manuscripts. Being a teacher, he invented the techniques of using fast colours. In course of time he dedicated himself for the socio economic development of the down trodden weavers community. For advancement of knowledge he had been to Sonapur and learnt about different techniques of tie and dye. In 1933 he established Sambalpuri Bastralaya and spread handloom weaving trade throughout Bargarh. For the first time he established the Co-operative organization in Bargarh. Since then the Sambalpuri Bastralaya Handloom Co-operative Society Ltd. Bargarh marched forward. Now Sambalpuri Bastralaya is a world famous Primary Handloom Co-operative Society for production of exclusive Sambalpuri Tie and Dye fabrics. It is the largest handloom Co-operative Society in the state as well as in India. Handloom Weaving is one of the outstanding widespread cottage industry which provide employment to a largest number of people in the district. By now the growth of weaving is done by Bhulia Meher Community. The weavers of Bargarh not only prepare cotton materials but also they weave tussler silk weaving. The weavers have adroit workmanship because of the colour and the design the weavers generally prepare colour out of nature that is leaves, turmeric, cow dung, etc. With the passage of time, Sambalpuri Sarees have got national and international attention on account of its texture, colour and design.

Just like agriculture the entire Bargarh district is famous for its handloom. In almost all blocks of the district there are handloom weavers. But there are certain blocks where weavers are deeply populated. Those are the blocks like Barpali, Bargarh, Bijepur, Sohela, Bheden and Atabira. During the period of independence the products manufactured by the weavers were coarse count cotton and now it has been transformed to finer count. In addition to natural colour, chemical colour has also gathered momentum at present. There are 1208 villages covering all the Blocks of the district out of which in some villages we find high skilled weavers. Those villages are Jhilliminda, Chichinda, Baghbadi, Singhpali, Lurupali, Bargaon, Khuntpali, Katapali, Barhaguda, Barpali, Bandhpali, Kusumpuri, Gudesira, Pada, Jalpali, Bijepur, Sirgida, Bairakhpali, Laumunda, Jhar, Sarkanda, Remunda, Jamdol, Bheden, Jamla, Khairapali, Hatisar and Bhatli. As per Handloom Census, 2010 there are 12,090 looms in Bargarh District. The table no. 1.1 indicates the detailed position of looms of the district.

Table No. 1:1

Block Wise Looms in Bargarh District

Sl. No	Name of the Block	No. of Looms
1	Bargarh	997
2	Barpali	2131
3	Attabira	703
4	Bijepur	2873
5	Sohela	2054
6	Padampur	1096
7	Bhatli	823
8	Ambabhona	119
9	Jharbandh	81
10	Paikmal	83
11	Gaisilet	262
12	Bheden	868
	Total	12090

Source: Handloom Census, 2010

The present study reveals that at present there are 16,110 looms are in the district of Bargarh. A detailed picture of looms have been given in the following table.

Table No. 1.2

Village Wise Looms in Bargarh District

Sl. No	Name of the Block	No. of Looms
1	Bargarh	1722
2	Barpali	1829
3	Barpali (NAC)	505
4	Attabira	767
5	Bijepur	5066
6	Sohela	2498
7	Padampur (NAC)	94
8	Bhatli	717
9	Ambabhona	344
10	Jharbandh	85
11	Paikmal	68
12	Gaisilet	222
13	Bheden	798
14	Rajborasambar	1395
	Total	16110

Source: Filed Survey

Table No. 1:3

No. of Households in Weavers Community Villages

Sl. No	Name of the Block	No. of Households
1	Bargarh	2197
2	Barpali	2145
3	Barpali (NAC)	857
4	Attabira	880
5	Bijepur	4223
6	Sohela	3132
7	Padampur (NAC)	86
8	Bhatli	771
9	Ambabhona	410
10	Jharbandh	95
11	Paikmal	82
12	Gaisilet	272
13	Bheden	1013
14	Rajborasambar	1406
	Total	17569

Source: Filed Survey

During the survey it is found that, most of the weavers have agricultural land and they cultivate land alongwith weaving. The weavers engaged allied service for their weaving and cultivation work. About 50 percent weavers have the ability to produce clothes with their own finance and the other 50 percent carry out the work on remuneration basis. The people engage in allied service generally get Rs 300/- per day. The following table indicates the weavers engaged in weaving in different villages and take assistance from allied service holder.

Table No. 1:4

Villages where weavers take Allied Assistance

Sl. No	Name of the Block	No. of Households	Alied Service
1	Ambabhona	344	418
2	Attabira	767	1231
3	Barpali	829	2582
4	Barpali (NAC)	505	988
5	Bargarh	1722	2432
6	Bhatli	717	836
7	Bheden	798	1059
8	Bijepur	5066	4735

9	Gaisilet	222	404
10	Jharbandh	85	180
11	Padampur (NAC)	94	159
12	Paikmal	68	103
13	Rajborasambar	1355	2302
14	Sohela	2498	3739
	Total	16,110	21,168

Source: Filed Survey

From the above tables it is assessed that when the household of the above villages constitute 17, 569 the number of weavers are 16, 110 and allied service taken by the weavers are 21,168. So to say in 14 villages of Bargarh 37, 278 people are engaged in weaving besides the households if taken together 54, 847 workmanship is there. In an assessment the scholar could know that, a single men prepare a cotton saree within 3 days and silk saree is prepared within 3-5 days. For preparing the saree the artisan engage himself 17 hours a day. Taking into account the services a weaver get an income of Rs 18,000 for cotton saree and almost double of it in silk sambalpuri saree. When agricultural product is estimated then the income per month is about Rs 40,000 to Rs 50,000 for an individual weaver.

Marketing:

The popular meaning of the term ‘market’ refers to the place where goods are bought and sold against the price consideration between the buyers and the sellers. But on economic points of view, the market refers not to a place but to a commodity or commodities and buyers and sellers, who are in direct competition with one another. The modern concept of market in the world of business today includes not only the buyers, sellers, and the commodities but also the potentialities and of buyer- seller meet. In essence, a market is commodity- oriented as well as service oriented. Market is an important social institution. Its importance is understood with the following mechanism.

1. Reciprocal Benefits- The buyers can get their goods for the satisfaction of their wants and the sales also get their market for their merchandising operations.
2. Incentive to Producers- The goods are produced for marketing that is selling to the consumers. In absence of any market, the goods cannot be sold. The existence of a market provides incentive to produce the goods.
3. Generation of Employment- The activities of repeated buying and selling of goods and services in a market call for the services to be rendered by different people. In this way a market create opportunities of employment to people in various capacities like dealers and agents etc.

4. Index of Economic Situation- The economic condition of a place can be gauged by the presence of a market. A country possessing an international or global market for its products and services is considered as an economically advanced one in the world of business. Similarly, an organisation having excellent 'market standing' is seen with awe and respect by the competitors.
5. Supply Vs Demand Adjustment- The existence of a market creates demand for goods and services. The raw materials like cotton has seasonal supplies but its demands are regular and continuous.
6. Relation between Firms and Markets- Business involves repeated buying and selling activities of goods and services. The goods and services are produced by the business firms not for their use or consumption but for others who do not produce them. So a market comes to play its role in the buying selling activities. Unless there is a market, there is no necessity to produce the goods and services. Therefore, market assumes an importance and provides a mechanism or platform for exchange between the firms which produce and sale and the others who buy and consume. The main functions of a business firms is to find out, create, and retain its market for merchandising.

Marketing consists of all activities mainly to find out the customers. Whereas selling involves the transfer of ownership of goods supported with delivery of goods and payment of price. Marketing Management is a system through which one use mathematical tools in the process of decision making. Decision oriented field for the introduction of a marketing programme consists of product- policy, price, channels, physical distribution and publicity.

The marketing organisation encompass the following features:

1. Determination of the marketing policies
2. Analysis of the selling functions
3. Use of Market Research
4. Development of effective sales procedures
5. Establishment of sales organisation structure
6. Training and motivation of sales personnel
7. Employment of adequate sales promotion efforts and
8. Effective Utilisation of Advertising

So far the Sambalpuri product is concerned there is traditional marketing system still exists. All the Sambalpuri products are sold either in weekly market, local vendors and cloth stores of urban centres of the locality. Except the nine districts of western region one can find a few cloth stores in the state capital of Bhubaneshwar or Puri. The scholar has observed that in the

name of Sambalpuri clothes cheaper quality sambalpuri clothes are sold in the market with high profit. There are some places prominence for tourism. People from other region do not know the quality of the products and they purchase plagiarise Sambalpuri design clothes because of the glamorous design of Sambalpuri art and artises. Once the consumers are cheated they fail to purchase such products in future. That is why there should be an audit of the products before selling. It amounts to the reputre of the State and bring dissatisfaction to the home.

Marketing is typically a task for creating, promoting and delivering goods and services to the consumers. Now a days there is person to person online trading is going on. It offers efficient one to one trading individual are using e-bay to sell or buy a large number of item. As economies advance, there is growing proportion of the activities on marketing on production and services. But in the case of Sambalpuri handloom marketing such concept is not there. Therefore, the marketing of Sambalpuri Handloom is very limited and so to say within the state. For marketing of Sambalpuri clothes there are Sambalpuri Bastralaya, Boyanika, Utkalika, Odisha Crafts Museum, Odisha Cooperative Tusser and Silk Federation Limited organisations in Odisha. The organistaions look after the promotion and sales of handloom clothes within the states and abroad. In comparision to other states like Uttar Pradesh, West Bengal, Assam, Jammu and Kashmir, Uttarakhand, Tamil Nadu and Andhra Pradesh the promotion of marketing conducted by these organizations are not extensive. There is handloom and textile department in the Government of Odisha. This department is very much active in propagating government apathy towards the weavers. A large number of Yojanas are there and government provides different incentives to the weavers community. But in ground level it is very negligible. There is huge demands and affluent marketing of Sambalpuri handlooms. But lack of proper system of marketing is a hindrance of production of Sambalpuri clothes. There are Weavers Cooperative Societies (WCS). All these societies are there which look after the production, sales and marketing of the product. But due to the frequent change of principles by the government in operating of the societies the weavers are discouraged to be closely associated with the societies. There are some societies which are completely managed by Boyanika for Sambalpuri Handloom Clothes.

Sambalpuri Clothes are generally woven by a particular community known as Bhulia. The people of this community hardly train others to learn the weaving technique. Although the government imparts training, there is lack of efficient trainer in the district of Bargarh. The government has opened

a college for development of textiles in Bargarh. The teachers who teach are not well conversant with the technique, methodology and artistic sense on Sambalpuri clothes. The institution does not hire the services of talented designer and producer who actually manned the production of Sambalpuri clothes. The reason is that, the designers do not have the required academic qualification. Therefore less number of students are in enrollment in the college. Further marketing relates to experience, events, persons, places, properties, organizations, informations and ideas. It seems the marketing units of Sambalpuri clothes are lagging behind. Again the promotion of sales of Sambalpuri clothes would have been possible if there will be adoption of consumer markets, business market, global markets and so to say non profit and governmental markets. But there is no such segments are there relating to Sambalpuri Cloth Market.

Modern Marketing implies that, all the elements of business should be geared towards satisfaction of consumers. Because consumer is the pivot around which the entire business activities revolve. Obviously, any attempt of consumer satisfaction require a thorough understanding of consumer behaviour and buying motivations. Without such an insight into the likes and dislikes, expectations and motivations often termed as 'consumer behaviour', marketers fail to segmentise markets and design appropriate strategies for an effective penetration into the defined market segments. Further, in the present day highly competitive marketing environment, marketers simply cannot react to the given wants of consumers in a passive manner. Instead they have to play an active role in anticipating consumers needs and wants, in shaping their desires and aspirations, and finally providing the right kind of product/service that fulfill their need. Such a marketing philosophy is the essence of modern business and dictates their every activity, operation and policy, with 'consumer satisfaction' being the ultimate objective.

Recognizing the importance of consumer understanding as the key to success in the highly competitive marketing environment which counts much. Marketing efforts in recent years have been quite intense in respect of consumer motivation, cognition, beliefs and perceptions. In essence, all such efforts of marketers aim at developing useful insight into the what, why, how, when and where. Marketing begins with the determination of consumer wants and ends with the satisfaction of it. So far marketing is concerned consumer buying behaviour is a purposive decision making process. In this process there are certain problems. The problems are recognition, information search, alternative evaluation, purchase decision and post purchase evaluation. The buying process initiates with the recognition of a need or a problem. The need

may be on several issues. Those are knowledge from the past, basic motives, reference by others, advertisement or sales promotion etc. Once a consumer recognizes the existence of a problem, the next step in the decision process is to gather information on products and alternative solutions to solve the problem. This is a mental process of recalling and reviewing information stored in memory to know whether enough is known about alternatives to make a choice without further effort. The next step in the buyers decision process is the evaluation of alternatives. Here, the prospective buyer seeks to employ appropriate choice criterion in analyzing possible purchases. The consumer measures the relative merits and demerits of each choice from the angle of want satisfying potential. The buying behaviour of a consumer is very dynamic because it occurs due to changes in income, life style and environment. Thus understanding the consumer behaviour has no end. Taking into account the various economic, psychological and sociological factors a structured questionnaire was prepared. With the help of the questionnaire the required information collected from the respondents examined and analysed. Out of the analysis it is found that, occupation has a direct bearing on the purchasing pattern of Sambalpuri clothes. Income wise classification of the sample reveals that, a bulk of the total respondents belong to middle income groups, distantly followed by low and high income group of respondents, respectively. Income has long been an important variable for distinguishing markets segments. Income wise classification is necessary because of consumption habits, tastes and buying decisions. Further the data reveals that, occupation, education and income are closely related. High level occupations having high income usually go for higher educational training. Individuals with little education rarely qualify for high level jobs. Because of interrelationship among these variables. It is education, occupation and income are seldom combined into a composite index of social class, reflecting the values, attitudes, tastes, and lifestyle of a group. On personal philosophy stratification it is observed that, majority of respondents have modern philosophy. Some respondents are conservative in nature and they have their personal philosophy. On the basis of income groups it is assessed that the higher income group is more conservative than the other groups. The lower income groups are more adaptive to the changing system of consumption with regard to the handloom clothes. The higher income groups are less liberals, contrary to the belief that they are the pace setters in fashion and style in clothing and handloom related consumptions.

Sambalpuri Clothes especially the Sambalpuri Handloom and Silk Sarees are highly a fashion oriented product. Therefore frequent change in behavioural pattern of the Sambalpuri Handloom consumers have been

experienced over a period of time. Due to changes in income and life style of consumer, it is difficult to understand the behavioural pattern of the consumers in a precise terms. So this may be termed as environmental factor.

During the field study the scholar came to know that the respondents have different characteristics. In the case of the producers of Sambalpuri clothes they have their ownership pattern in different types of clothing items. As everybody knows clothing is as necessary and indispensable for a majority of respondents. The expression of necessity has a marginal decline with increase of income strata of the respondent. The type of clothes used by the sample families indicates that about two- third of the respondents in urban areas wear printing and mill made cloth with embroideries work. But the rest use handloom products in the rural areas. Sambalpuri clothes are fascinated among the rural people. But they are using cheapest cloth of Sambalpuri design plagiarized by mill owner shop of Andhra Pradesh, Madhya Pradesh, Gujrat and Uttar Pradesh. Because the print saree of Sambalpuri design is very very cheaper. The plausible reason for this preference is the high price tag of sambalpuri handloom clothes. Regarding marketing, a saree and blouse has been the main products for female wear. It is assessed that in Urban areas there has been the changing of life styles. Because of Pradhan Mantri Sadak Yojana, Swaccha Bharat Yojana, Har Ghar Jal Yojana, Indira Awas Yojana, Electricity to All, providing Gas cylinder to the rural poor people etc. the villages are gradually going for an urban centre. Due to urbanization and electronic media visualization and adaptibility the clothing pattern among the female population is also changing rapidly. During survey it is seen that, most of the females within age group of 18-25 are using maxi, and salwar kamiz when they are going for work. This indicates a change of fashion and a change of life style. Here the scholar finds that use of garments and use of handloom clothes has its greater cultural integration. Taking into account, it is the prime time for the handloom textile designers to work in this line and they should carry out market assessment in this regard. Since the Sambalpuri clothes are weaved in almost all village area, the weavers do not know what types of products have demand in the market. Boyonika and other organizations of Odisha look after the marketing as it has already been said. Therefore these institutions should study the market, assess the consumer behaviour and impart training to the designers of Sambalpuri handlooms in consideration the taste of consumer towards Sambalpuri handloom. These days the government is also supporting the Sambalpuri handloom industries very much. For people who have been in association with educational institutions from lower primary stage to the higher educational institutions and its stakeholders it has been directed by the government to use handloom products instead of mill clothes.

The government has also promoted to use Sambalpuri curtains and other handloom materials for government offices. No doubt it will create an interest for the weavers of Sambalpuri clothes but seldom the government instructions regarding the use of Sambalpuri clothes are implemented. Therefore the domestic consumption of sambalpuri handlooms have been decreased. However, when the people and particularly women visualize the use of sambalpuri products by the dignitaries and celebrities in political as well as in cinema industries, the young girls are taking much interest to use sambalpuri sarees and other products during the festive occasions.

While village to village, cluster to cluster, societies to societies was surveyed, it is found that 58% of the rural people are in the habit of prepare a budget for purchase of clothes and about 40% of people purchase textile items for the members of their family. Only 20% of the people purchase Sambalpuri clothes on special occasions. It is also assessed that, because of growth of income people have been adopted more elaborate clothing patterns. The higher income respondents are the highest users than their counter-part middle and low income group. It is assessed that among the three income groups womens wear are more in numbers than the men and children. It is also observed during the survey that, about 90% families prefer “colour guarantee tag” and distinct preference on quality and longevity of the product. While the survey in urban area, the consumers pointed out that, the textile manufacturers are of good quality. The design and colour are numerous and the products are also cheaper than handloom products. Further they expressed that, they do not know the brand name of all the products as it is found in the textile products. In this respect a large number of factors influence the consumers of Sambalpuri Handlooms consciously or subconsciously. Taking into account all these factors it is the responsibility of the State Government for promotion of Handloom Industries in an organized manner. No doubt the State Government has contributed significant contribution for promotion of handloom industries but it still to go miles. During the last State Plan 2018-19, the state government has provided an amount of Rs 3,531.28 Lakh for the industries on different components. The following table indicates the components and funds sanctioned by the state government in the year 2018-19 with a heading “Special Package for Handloom Weavers”.

Table No. 1:5

Special Package for Handloom Weavers

Sl. No	Component	Funds Sanctioned	
		Physical	Financial
(A)	Special Package for Handloom Weavers		
1.	Work shed	942 weavers	1135.60
	Sub Total (A)		1135.60
(B)	Other Activities		
1.	Infrastructure-		
	i. Construction/ Renovation of CFC	2 units	12.90
	ii. Construction of Show Room	40 units	21.75
	iii. Construction/ Renovation of Mega Show Room/ Sale Depot/ Production Centre	13 nos	538.48
	iv. Construction/ Renovation of Drum Shed	4	8
	v. Concretization of Loom Pit	610	42.70
2.	Marketing Activity	65 Organisation 128 Participation of Exhibition	56.74 39.00
3.	Technological Intervention- Individual Weaver Common Purpose	216 Looms 3315 Accessories	38.16 124.44
4.	Capacity Building		
	i. Training of Weavers	960	254.40
	ii. Exposure Visit of Weavers	108	6.83
	iii. Workshop	7	2.507
5.	Publicity & Brand Building	Publicity through Electronic/ Print Media/ Hoarding/ Departmental Activities	98.05
6.	Other Innovative	Women Weaving Centre at Atta, Bunkar Bazar at Blijury/ Dept. of Handloom Village/ Strengthening of Design Cell/ C- Dac Training	
7.	Grant- in- Aid to SADHAC		115.00
8.	BBSY		30.00
9.	Weavers Welfare Fund		46.00
	Sub Total (B)		2395.68
	TOTAL		3531.28

Source: Activity Report 2018-19, Department of Handlooms, Textiles & Handicrafts, Government of Odisha, Bhubaneswar

The State Government of Odisha has also extended assistance for fire proof work sheds to the needy handloom weavers to create a good

environment. The motive behind it is to carrying out weaving activities in a safer place with a higher efficiency. In the year 2018-19 the Government has targeted to provide a work shed assistance to 1680 numbers of weaver families, out of which, 783 numbers of weavers families have been benefitted. The Government also organized skill of gradation training for the weavers. During 2019 the training has been provided on Skill upgradation, Basic Weaving, Tie and Dye Making, Jalla and Dobby and Jacquard Weaving. The motto behind it is to produce qualitative and value added products as per the market demands both in domestic and outside market. It was in Bargarh that 6 such programmes were carried out and 120 trainees were imparted training. Further the State Government had extended assistance for concretization of Loom Pits. For the improvement of marketing activities the Government of Odisha has provided assistance on National Handloom Export/ Special Export/ Exhibitions/ International Fairs for wide publicity of the products. Also technological intervention was there. About 2,862 new looms and weaving accessories have been provided to the weavers. Besides fly shuttle, frame looms, accessories, bobbins have also been provided to the weavers. Not only this for improvement of skill, knowledge, awareness and government assistance, 104 weavers have been taken for a visit to the Handloom Cluster of Pochampali, Hyderabad, Santipur and Fulia of West Bengal during the session 2018-19.

For helping the Co-operative organisation in handloom sector to market the handloom products and disposal of accumulated stock, the government has allowed 10% rebate on sale on handloom products during the festive occasions for which an amount of Rs 678.02 Lakh has been released by the State Government of Odisha. The following table indicates the details of assistance provided to the cooperative societies by Government of Odisha.

Table No. 1:6 Assistance provided to the Co-operative Societies towards rebate on sale of Handloom Cloth

(In Lakhs)

Sl. No	Name of the Organisation	Amount of Rebate claim released	Remarks
1	2	3	4
1	S. Bastralaya HLCS Ltd.	288.36	
2	OSHWCS Ltd. (Boyanika)	357.70	
3	OST & S Federation Ltd. (SERIFED)	8.29	
4	OSCH Corpn. Ltd. (Utkalika)	23.67	
	TOTAL	678.02	

**Source: Activity Report 2018-19, Department of Handlooms, Textiles & Handicrafts,
Government of Odisha, Bhubaneswar**

Under National Handloom Development Programme (NHDP) the State Government has also provided assistance to the Weavers Cooperative Societies of Bargarh District. The following table gives a clear picture of it.

Table No. 1:7

Assistance provided by State Government of Odisha to the Weavers Cooperative Societies during 2018-19 under National Handloom Development Programme

Sl. No.	Name of Block/ District	Name of the Implementing Agency (PWCS)	Project Cost	Amount Released	Amount utilized by the end of 31.03.2019
1	Sohella, Dist- Bargarh	Jampalli WCS	139.125	61.0125	45.95
2	Ambabhona, Dist- Bargarh	Sambalpuri Bastralaya WCS	105.61	33.199	25.65
3	Bheden, Dist- Bargarh	Maheswari WCS	102.572	28.845	19.73
4	Gaisilat, Dist- Bargarh	Dahita WCS	113.32	38.105	24.02
5	Bijepur, Dist- Bargarh	Sri Ganesh WCS	107.505	34.1125	24.00
6	Barpali, Dist- Bargarh	Janata Bastralaya WCS	104.26	32.395	23.77
7	Bargarh, Dist- Bargarh	Gitanjali WCS	59.469	37.941	27.22
8	Attabira, Dist- Bargarh	Attabira WCS	184.97	59.15	46.61
9	Bargarh, Dist- Bargarh	Gudesira WCS	136.30	59.675	38.02
10	Bhatli, Dist- Bargarh	Gaurgaon WCS, Hatisara	139.92	21.91	-
11	Padampur, Dist- Bargarh	Birjam WCS, Birjam	144.67	21.91	-
Total			1337.721	428.255	274.97

**Source: Activity Report 2018-19, Department of Handlooms, Textiles & Handicrafts,
Government of Odisha, Bhubaneswar**

For promotion of market, the Government of Odisha has also provided assistance for exhibitions and international fair. The table given below indicates a detailed picture about international fairs, export projects and exhibitions during 2018-19.

Table No. 1:8

Government Assistance during 2018-19 for Exports and District Level Exhibitions

(In Lakhs)

Sl. No	Name of the Exports/DLE	Place	Period	Total Expenditure	Total Sales	No. of Participants	Organized by
1	Special Handloom Export	Rourkela	02.10.2018 to 15.10.2018	12.00	28.89	33	S. Bastralaya
2	Special Handloom Export	Angul	30.10.2018 to 13.11.2018	12.00	47.99	39	Boyanika
3	Special Handloom Export	Rourkela	30.11.2018 to 13.12.2018	12.00	26.73	19	Boyanika
4	N. H. Export	Bargarh	10.01.2019 to 26.01.2019	22.00	304.87	51	Boyanika
5	N.H. Export	Bhubaneswar	01.03.2019 to 28.03.2019	22.00	618.41	82	Boyanika
6	Baliyatra' 2018	Cuttack	23.11.2018 To 02.12.2018	03.30	30.09	26	DDT, Cuttack
TOTAL				83.30	1056.98	123	

Source: Activity Report 2018-19, Department of Handlooms, Textiles & Handicrafts, Government of Odisha, Bhubaneswar

There are also other related schemes implemented by the Government of India. Those are Pradhan Mantri Jivan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Surakshya Bima Yojana (PMSBY), Converged Mahatma Gandhi Bunakar Bima Yojana (MGBBY). Under these yojanas weavers with the age group of 18-50 and 52 are the beneficiaries. The details of premium benefits allowed by the Government of India have been given in the following table;

Table No. 1:9

(i) Life Insurance Scheme under PMJJBY/ PMSBY/ MGBBY

	PMJJBY/PMSBY	Closed MGBBY
Govt. of India	162/- (150/- + 12/-)	290/-
LIC of India	100/-	100/-

Weaver/State Govt.	80/-	80/-
Total	342/-	470/-

**Source: Activity Report 2018-19, Department of Handlooms, Textiles & Handicrafts,
Government of Odisha, Bhubaneswar**

(ii)

a) PMJJB	Rs 2.00 Lakh on death due to any reason.
b) PMSBY	Rs 2.00 Lakh on accidental death & permanent total disability. Rs 1.00 Lakh on permanent partial disability
c) MGBBY	Natural Death- Rs 60,000/- Accidental Death- Rs 1,50,000/- Total Disability- Rs 1,50,000/- Partial Disability- Rs 75,000/-

**Source: Activity Report 2018-19, Department of Handlooms, Textiles & Handicrafts,
Government of Odisha, Bhubaneswar**

It has been stated earlier that Boyanika is an important merchandise for Sambalpuri Handloom Products. It is in association with the Primary Weavers Cooperative Society of the state. It is under the direct control of the Government of Odisha for marketing of Odisha Handlooms Wovens. It is a registered body under the Cooperative Acts and Rules, 1956. The Boyanika is a platform for the PWCS and the weavers to showcase their product. It has an e-commerce cell to promote online cell and associated with Amazon. During the year 2018-19 12.32 Lakh products of handloom have been sold to other countries and 69.68 lakh of handloom fabrics have been sold inside the country. For quality of products Boyanika provides quality yarn of NHDC to the Weavers through PWCS, SHG and Master Weavers through its Raw Material Bank. During the year 2018-19 it has achieved a record sales turnover of Rs 117.63 Crore. In this respect Boyanika has a major role in extending support for the socio economic development of the weavers of the State.

Another important cooperative society of Bargarh is known as Sambalpuri Bastralaya. It is a largest Primary Handlooms Weavers Cooperative Society of Odisha. It produces one-fourth production of the State. It provides large scale employment in the rural areas and thereby a significant representation of Scheduled Caste, Scheduled Tribe and Economically Backward Classes of the society including men and women. The society has its activities across the state. The society provides technical know-how and marketing support to the

weavers community of Bargarh District. The society is very old and it has completed 66 years in promotion of Sambalpuri Handloom Clothes in the Western region of Odisha. The society has provided work to approximately 6000 weavers of the society. It has 35 production branches throughout Bargarh. This society has achieved production of cloth of Rs 55.83 crores and sold fabrics to the tune of Rs 53.60 crores by engaging 5,718 number of looms. So it has provided employment directly and indirectly to about 12,000 weavers in the district. It has brought name to the state by achieving different awards. Again the society has its own garments stitching unit at Bargarh. This unit has been established in the year 2014-15. There is a ranges of garments like Kurtis, Piazama, Jackets, Coats of Women Fashion Garments are manufactured in this unit through professionally expert designers.

Although there are many successful stories behind Sambalpuri Handloom Clothes still then the inner circle of Bargarh, to say, the weavers of Bargarh are still poor. The government is spending crores of rupees for the development of Sambalpuri Handloom but hardly the benefits rich to the weavers community. Almost in all societies Merchant Weavers are the key man. The weavers do not possess any knowledge on the functioning of the Co-operative Societies and there by it is the Societies and middle men which exploit the weavers community at large.

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