



Original article

Impact of globalization on the handloom industry – A case study of the Hugli district of West Bengal

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ABSTRACT

The concept of globalization appeared in the Indian subcontinent in 1991. With the onset of liberalization, privatization and globalization a new chapter has been opened up in the Indian economy and her billion plus population. The Hugli district is one of the most renowned names in the handloom industry of West Bengal and a good percentage of people are engaged in this heritage industry. The study is conducted in five handloom clusters of the district, namely – Dhaniakhali - Somaspur, Begumpur, Haripal, Rajbolhat and Balagar. The main objectives of this paper were to investigate the effects of globalization on the rural handloom weaver community, in terms of their economic and social conditions. At the same time the article intends to analyse the changes in the over all production scenario of the handloom industry in the district due to modernization. It can be said that the handloom industry of the Hugli district is suffering from some inherent problems like low productivity, lack of product diversification and problems related to procuring raw materials. The co-operative sectors are indifferent to enlarging their market sphere. Though there are plenty of efficient and skilled weavers but they are only doing their traditional practices, the adoption of modern techniques is significantly poor among the weavers. Therefore the new generations are totally unwilling to accept weaving as their main occupation because of the uncertainty of the industry. The article also suggests some strategies to make this ever challenging industry globally competitive, such as, the identification of modern trends, promotion of exports, market assessment so that this heritage industry can cope with the modern trends and utilise the benefits of globalization.

KEY WORDS: globalization, handloom weaving, power loom, exports

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1. Introduction

The handloom industry is the most important unorganised economic activity after agriculture; it covers a large segment of rural India. This eco-friendly, labour intensive cottage industry serves as a livelihood to a huge portion of the weaver community. India has a rich cultural heritage regarding the handloom industry, the majestic weaving excellence of their traditional handloom weavers is famous all over the world. In the Hugli district there are two different handloom zones, the Chinsurah Zone and the Tarakeswar Zone.

Around 17949 people are directly engaged in the handloom industry and 18830 people are engaged in allied activities. According to 3rd Handloom Census India (2009-10) the Hugli district is ranked 2nd in terms of percentage of looms among tweenthrree districts of West Bengal, this district has a moderately concentrated weaving population. Dhaniakhali, Begumpur, Rajbolhat, Balagar, Haripal, Jangipara are the famous handloom centres of this district. Apart from this the Dhaniakhali handloom was registered under the G.I Act 1999, the weavers of this district are tremendously skilled and can compete under various conditions.

But the recent trend in the textile industry all over India is the introduction of the power loom sector in place of the handloom, therefore the Hugli district is not the exception for this factor. Though the handloom sector produced exclusive quality products but the seeds of crisis are inherent in this sector because the handloom sector can not produce huge amount of diversified products according to market demand, like the powerloom sector. This study has been conducted to measure the magnitude and the effects of the modern organised textile industry basically the pressure of the power loom sector on traditional handloom weaving. After conducting the primary survey it can be said that various factors related to handloom weaving have been badly affected due to the power loom sector flourishing.

2. Literature review

SAHAI (1956), in his study 'Handloom, Weaving Industry in North India', reported that the major problem of the handloom industry is the tough competition with the power loom and organised mill sector. He felt the need to adopt modern techniques of production by the handloom weavers. He also emphasised the need for product diversification according to market demand. At the same time he predicted that the Government should take the initiative to upgrade the skills of the weavers by establishing training centres.

MAHAPATRO (1986) in his study titled "Economics of Cotton Handloom Industry in India" described the role of the cotton handloom industry in the economic development of Orissa. According to him the scarcity of raw materials was the major problem of the handloom industry in that area. He also analysed the output, employment opportunities and socio economic conditions of the weavers. The impact of different developmental schemes on the handloom industry of Orissa was also evaluated in his study.

DAS & NAGEN (1986) in his study 'Development of Handloom Industry' depicted the heritage, the skill and the historical background of the handloom industry of Assam. He mainly analysed the contribution of the handloom sector on the economic prosperity of the state. He also highlighted the problem of marketing of hand woven products by various agencies. Not only this, he also evaluated the effectiveness of various governmental schemes on the development of the traditional industry.

'Weaving Customer's Dreams' by MODAK (2006), analysed the successful marketing strategy of 'Fab India' and she appreciated the business tagline of

this organisation: "Good business practice and never compromise on best quality".

'DIAGNOSTIC STUDY OF BURDWAN HANDLOOM CLUSTER OF WEST BENGAL UNDER I.H.C.D. SCHEME' is a report by the National Handloom Development Corporation Ltd. (2010). This report depicted the significance of the place of the Burdwan cluster in the Bengal handloom industry. There are two sub-divisions in Burdwan district (Katwa and Kalna) which are mainly dependant on the handloom industry. About 37,500 active looms are still working in this cluster. Approximately 94,000 people are engaged on a full and part time basis within this industry. The main problem of this cluster is the regular unavailability of raw materials, especially the remote areas of this cluster are unable to collect their day to day yarn requirements.

RAMALINGAM (2010) discussed the socio economic conditions of the weavers of Odisha in his study 'Socio-Economic Status of Handloom Weavers'. He found that educational qualifications of the weavers was not up to the necessary level of satisfaction, most of the weavers passed only at the 10th standard. Weaving was hereditary profession for the weavers and they also affected by some occupational problems like problems of eyesight.

'Globalisation and it's Impact on the Handloom Industry of Assam (2012) by HAZARIKA, in her study she said that handloom weaving is one of the important occupations among the Assamees, but on the onset of LPG policy the business environment of India has been changed in many aspects. But it is very unfortunate that the handloom industry cannot cope with the modern trend. Therefore this industry needs special measures like G.I. to protect its designs.

SAVITHRI & SUJATHAMMA (2013) in their study 'Pros and Cons of Globalisation on Indian Sericulture Industry' analyzed various aspects and the authors concluded that the negative impact of globalization is over ruled in sericulture.

Apart from these, KATTA (1997), MITRA ET AL. (2009), DUTTA (2013), KAUSHIK & JAIN (2015), ANUMALA & ACHARYULU (2015), SARKAR (2016), SULTANA & NISA (2016), SAWHANAY (2016) and many other authors analysed various problems related to the handloom industry in their studies.

3. Study area

The study is mainly conducted in the five different handloom concentrated areas in the Hugli district of West Bengal, Dhaniakhali – Somaspur, Begumpur, Haripal, Rajbolhat and Balagar. The Hugli district is located in the southern part of West Bengal and the location of the district is

22.8956°N, 88.4025°E. It covers an area of 3149 km². This district consists of four subdivisions namely - Chinsurah, Arambag, Serampore and Chadannagar.

4. Objectives

- 1) To analyse the impact of modernisation on the socio economic conditions of the sample weavers.
- 2) To evaluate the change in production, profit and employment generation due to globalization.
- 3) To examine the positive and negative effects of globalization on the handloom industry of in this district.
- 4) To analyse the strategies of the primary handloom co-operatives to cope with the trends of globalization.
- 5) To investigate the problems and to formulate strategies for the future development of the industry.

5. Materials and methods

To achieve the objectives, both primary as well as secondary data were needed. In the Hugli district there are mainly two types of weaving activities, the first one is the 'Dhaniakhali' type and second one is the 'Begumpuri' type. For this article, primary data was collected through a well prepared questionnaire from the Chinsurah and Tarakeswar handloom zone taking 120 weavers randomly as the sample size. The primary data was collected by question-answer, discussion and observation methods. Secondary data was mainly collected from the District Handloom Development Office, Chinsurah and Tarakeswar, Directorate of Textile, New Secretariat Building, Kolkata and from various primary handloom co-operative societies. To enrich the study various articles, books on globalization and the handloom industry, e-sources were consulted. The relevant data and information were organised, classified, tabulated, analysed by statistical methods and represented through suitable cartographic techniques.

6. Features of globalisation

Being encouraged by globalization policy, the Indian Govt. had introduced an open market economic policy in 1991, which intern encouraged production of low priced, superfine quality, diversified ranges of products from powerloom sector. These powerloom generated products have grabbed the urban as well as rural market of India. The most important feature of globalization is rapid automation, which leads to a huge volume of

production. Another main fact of globalisation is the introduction of foreign brands to the Indian market, because the objectives or aim of liberalization is to remove the barriers of export and make the rural industry globally competitive. Though the aims and objectives of globalization are really very contemporary according to the modern era but the traditional rural industry like handloom weaving and its huge community of weavers has been confronted by the challenges of a competitive economic environment because of a lack of proper technological up-gradating.

7. Results and discussions:

7.1. Status of the handloom industry in the Hugli district

Introduction of the power loom in place of the handloom is the main effect of globalization because the power loom sector can produce a huge amount of production at a relatively low price. Therefore the handloom sector does not cope with the power loom sector because of this low production cost. These factors independently or jointly affect the total handloom industry in terms of number of weavers, number of active co-operative societies, number of active looms, amount of production, number of non-functioning co-operative societies and last percentage of profit.

Number of weavers in active PWCS (Primary Weavers' Co-operative Societies). Fig. 1 and Fig. 2, depict the number of weavers in active PWCS (Primary Weavers Co-operative Societies) in the Chinsurah division and Tarakeswar zone from the year 2007 to 2017. The number of weavers in active primary handloom co-operative societies in the year 2007 was 4290, but it was found that in the year 2017 the number of weavers in active co-operative societies reduced to 3714, therefore the number of weavers reduced by 13.43%. The same picture was found in the Tarakeswar zone also, where the number of weavers reduced by 29.81%.

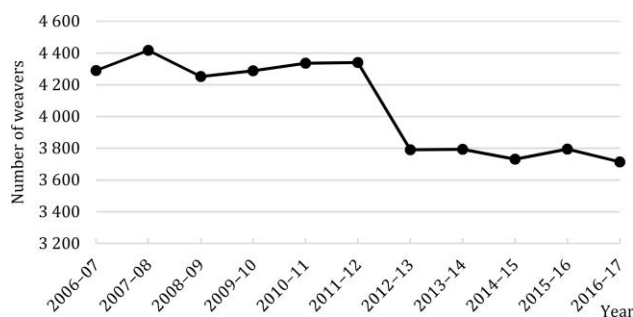


Fig. 1. Number of weavers (Chinsurah zone) (Source: Handloom Development Office, Chinsurah, 2018)

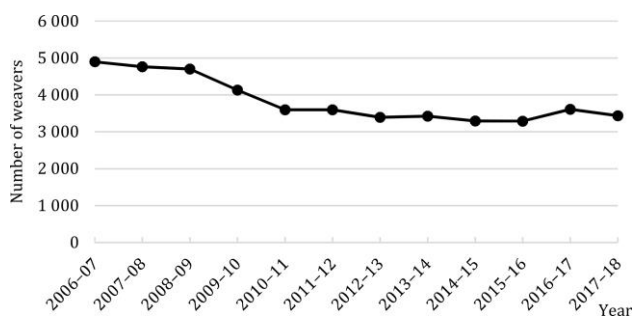


Fig. 2. Number of weavers (Tarakeswar zone) (Source: Handloom Development Office, Chinsurah, 2018)

Number of active PWCS (Primary Weavers' Co-operative Societies). The number of active primary handloom co-operative societies is also diminishing. In the year 2006-07 the number of active PWCS were 20 in both the Chinsurah and the Tarakeswar zones but in both zones the number reduced to 14 and 10 respectively. The obvious cause of this decline was the reduced profit level of the PWCS. In the year 2009 there were 17 primary handloom co-operative societies listed as profitable societies but in the current year the number of profitable societies in the Chinsurah Division has reduced to only 7. Therefore due to reduction of profit level the number of active co-operative societies has been reduced year after year as shown in the line graph (Fig. 3, Fig. 4).

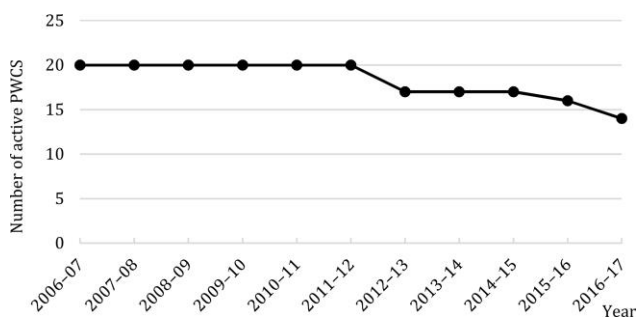


Fig. 3. Number of active PWCS (Chinsurah zone) (Source: Handloom Development Office, Chinsurah, 2018)

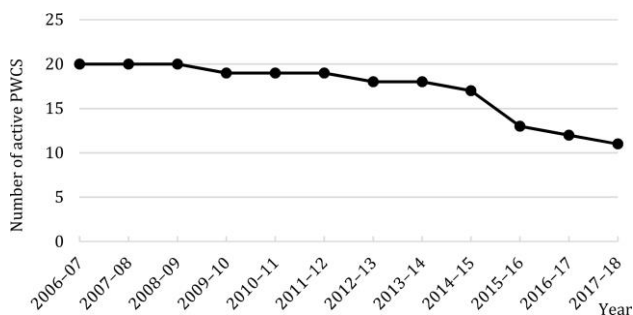


Fig. 4. Number of active PWCS (Tarakeswar zone) (Source: Handloom Development Office, Chinsurah, 2018)

Number of active looms under active PWCS (Primary Weavers' Co-operative Societies) and amount of production. The two line graphs (Fig. 5, Fig. 6)

represent the number of active looms and the amount of production from 2007 to 2017. Both the line graphs show a negative growth rate. The first line graph (Fig. 5) shows year wise the number of active looms in the Chinsurah zone. In the year 2007 the number of active looms was 1384 but in the present year there are only 925, hence the number of active looms decreased by 33.14%. Fig. 6 presents the amount of production of the Handloom weavers in the Chinsurah division from the year 2007 to 2017; it is quite obvious fact that if the number of active looms decreased the amount of production will also be decreased. Therefore Fig. 7 shows a positive relationship ($R = .524$) between the two factors, number of active looms and amount of production.

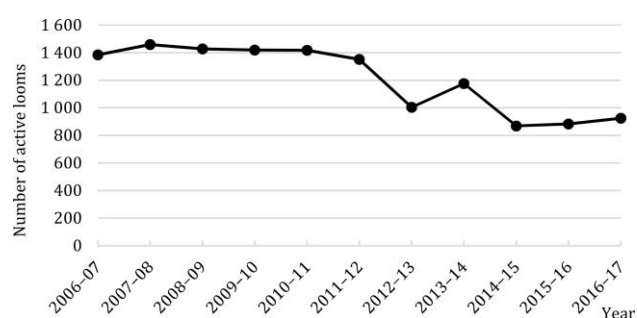


Fig. 5. Year wise number of active looms (Chinsurah zone) (Source: Handloom Development Office, Chinsurah, 2017)

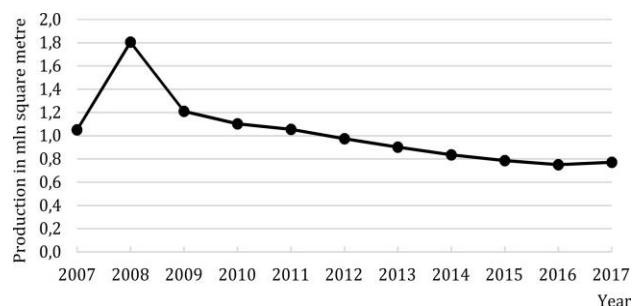


Fig. 6. Year wise production in Chinsurah division (Source: Handloom Development Office, Chinsurah, 2017)

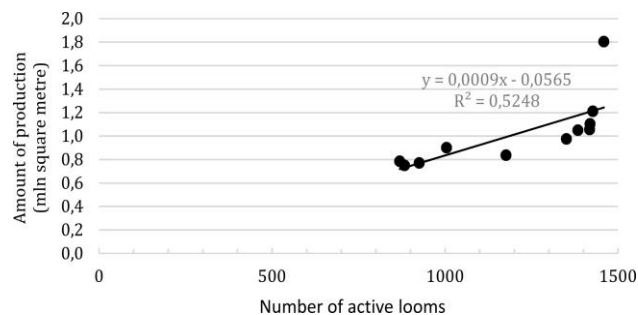


Fig. 7. Correlation between number of active looms and amount of productions (Source: Handloom Development Office, Chinsurah, 2018)

Number of non-functioning PWCS (Primary Weavers' Co-operative Societies), status of sale and export. From the previous data it can be easily interpreted

that the positive factors of this heritage industry (number of weavers, number of active PWCS, number of profitable PWCS, amount of production) are diminishing year after year. The negative factors like the non-functioning PWCS are gradually increasing every year in both the handloom zones (Fig. 8, Fig. 9).

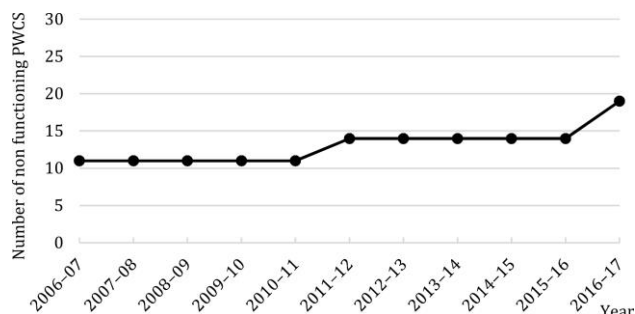


Fig. 8. Number of non functioning PWCS (Chinsurah zone) (Source: Handloom Development Office, Chinsurah, 2018)

In the year 2007 the number of non-functioning PWCS were 11 in the Chinsurah zone and 18 in the Tarakeswar zone, but surprisingly the numbers increased to 19 and 25 respectively in 2017. The status of sale, inside the co-operative fold and outside the co-operative fold is also very poor. 1.5581 million square metres of cloth was produced in the year 2008-09 from the co-operative fold of the Chinsurah

zone, the amount reduced by 40.29% in the present year.

The status of sale in the Tarakeswar zone is more pathetic, where the sale decreased by 55.053% in the last 10 years (Table 1).

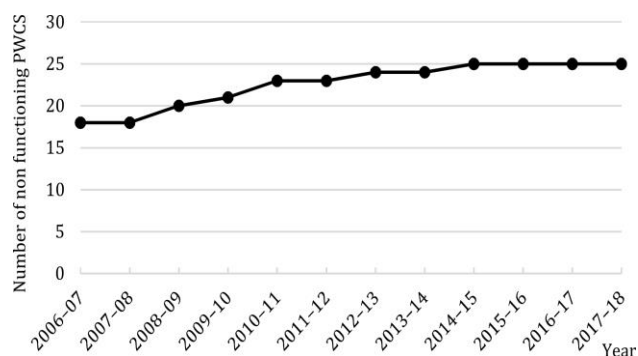


Fig. 9. Year wise number of non functioning PWCS (Tarakeswar zone) (Source: Handloom Development Office, Chinsurah, 2018)

The most pitiful factor of the handloom industry of the Hugli district is zero exportation. The two adjacent districts of Hugli (Nadia and Bardhaman) produce a particular amount of cloth only for export purposes, but the handloom industry of the Hugli district depends only on retail sale in the local market.

Table 1. Table showing amount of sale under co-operative fold (Source: Handloom Development Office, Chinsurah. 2017)

Year	Amount of sale under co-operative fold (million square metre) Chinsurah zone	Amount of sale under co-operative fold (million square metre) Tarakeswar zone
2008-2009	1.5581	1.129872
2009-2010	1.136843	0.997233
2010-2011	1.1	0.762391
2011-2012	0.97	0.632981
2012-2013	0.891415	0.599919
2013-2014	0.819693	0.583451
2014-2015	0.78	0.573133
2015-2016	0.7564	0.547546
2016-2017	0.930228	0.568779

Status of the power loom sector in West Bengal. With continuous expansion of the Powerloom sector, Hosiery sector and Ready Made Garment sector, the market sphere of the handloom sector reduced sharply, as these three sectors (Powerloom sector, Hosiery sector and Ready Made Garment sector) provide an alternative clothing options for the consumers. The powerloom sector used the same kind of raw material for production as the handloom sector, but they require a higher amount of raw materials as their speed of production is very high. This factor generates a crisis for the handloom

sector in procuring their raw material. Therefore around 6.12 million people are directly connected to the power loom sector in India (Table 2). In the year 2001-02, the powerloom sector generated 4.23 million jobs, thus the growth rate of employment generation of this sector was 44.68% in 17 years. The volume of production in the power loom sector is quite high compared with the handloom sector, there are total of 16000 power loom units in West Bengal and in the year 2016-17, the number of power loom units were 15000, according to Economic Review

2017-18. Therefore the growth rate of the power loom sector was 6.67% in just one year. The growth rate of employees in the power loom sector also increased by 6.67%. The annual production in the power loom sector in West Bengal is 225 million square metres by 40000 weavers and handloom production is 715 million square metres by 665006 weavers. From this data it is calculated that the power loom sector can produce 5625 square metre/

year/person or 15.625 square metre/day/person. Where as the handloom sector produces 1.5-2.5 square metre/ day/ person. The products generated from the power loom sector easily compete in the global market, for this reason the Government has aspecific export quota for the power loom sector (Multi Fibre Agreement – MFA). Starting with 3 % in 1992 which increased by 15% for the year 2000-04.

Table 2. Table showing various data related to Power loom, Hosiery Unit and Ready Made Garment (Source: Economic Review, 2015–16, 2016–17, 2017–2018)

Category	2017–2018	2016–2017	2015–2016
Number of Powerloom	16000	15000	15000
Employment in Powerloom sector	40000	37500	37500
Annual production in Powerloom	225 million sq. metre	212 million sq. metre	212 million sq. metre
Number of Hosiery unit	18500	18500	18500
Employment in Hosiery unit	118000	118000	118000
Annual production in Hosiery	181 million kg	181 million kg	181 million kg
Number of unit in RGM (Ready Made Garments)	23200	22800	22800
Employment in RMG (Ready Made Garments)	300000	215000	215000
Annual production in RMG (Ready Made Garments)	500 million piece	496 million piece	496 million piece

Effect of globalisation on weaving. The main function of the handloom co-operative societies is to supply raw materials, provide technical guidance, training and marketing of handloom products on a collective basis but these functions of the handloom co-operative societies declined due to the growth of the powerloom sector. This survey was done to understand the impact of the powerloom sector on the handloom weaving sector. As stated in Table 3, 14.167% of respondents from both the handloom zones (Tarakeswar and Chinsurah) said

that handloom weaving was not affected by the powerloom activities. The main reasons behind this statement were that, according to 10% of respondents the power loom sector is mainly agglomerated in urban areas, therefore, they don't have adirect impact on the handloom sector because handlooming is mostly carried out in rural areas. As per 4.167% of respondents, the products generated from the power loom sector are very poor quality wise, so these products don't have the ability to compete with genuine handloom products.

Table 3. Table showing effect of power loom sector on handloom weaving (Source: Primary survey 2017–2018)

Sl. No.	District	Distribution of factors (n=120)		Number of respondents	Percentage [%]	Total percentage [%]
1		Not affected	The power loom sector mainly situated in the urban areas	12	10	14.167
			The quality of power loom products do not have ability to compete with the handloom product	5	4.167	
			The number of powerloom sector are negligible to handloom sector	0	0	
2	Hugli	Affected	The power loom sector uses same raw material like handloom	17	14.167	85.833
			The power loom sector imitates the designs of handloom sector	27	22.5	
			Some greedy merchants sale power loom products in the name of handloom products to earn more profit	12	10	
			The growth rate to power loom sectors is very high	22	18.33	
			Presently the weavers are more interested in power loom sector	25	20.83	

On the other hand, 85.833% of the surveyed population said that handloom activity has been affected due to the rapid growth of the power loom sector. The power loom sector creates problems in procuring raw materials, according to 14.167% people. Both sectors use the same raw materials for their production, but the production rate is three times higher for the powerloom sector than the handloom sector. As per 22.5% of surveyed weavers, power loom sector imitated the designs of the handloom sector which confuse the consumer totally. Apart from this, some greedy merchant's sale power loom generated products in the name of handloom but in the cheaper rate, stated by 10% weavers. Not only the growth rate of power loom sector is very high but also the weavers also intend to join the power loom sector. Among the surveyed population 20.83% of them are keen to join in the power loom sector to increase their income level.

Factor responsible for weakening of handloom industry. Variety of factors are independently or jointly responsible for the declination of this heritage industry (Table 4). Majority of weavers are (almost 98%) agreed that modern textiles produced from powerloom sector are available at relatively low prices, which affect the market of the handloom products. 87% of sample weavers said that changing preference of the consumers to the modern textile industry is the most important threat to the handloom industry. In the modern powerloom sector variety of fabrics and designs are available which are also attracting the consumers, reported by 58% of respondents. Almost 30% of sample weavers have said that the price of yarn is increasing day by day so the production cost is naturally growing up with the increasing cost of raw material. Therefore the handloom products become costlier than the modern textile products. Around 26% of weavers have reported that, the powerloom products influence the wide portion of market due to heavy market promotion.

Table 4. Table showing factors responsible for weakening of handloom industry (n=120) (Source: Primary survey 2017–2018)

Factors responsible for weakening of handloom industry	Consumer preference to modern industry	Modern textile cheaper	Variety of modern fabric available	Handloom costlier	Heavy promotion attracts consumer
Number of respondent	117	104	69	36	31
Percentage [%]	98	87	58	30	26

Result of the declining performance of co-operative societies. The growth of the powerloom sector has significantly affected this conventional industry; the working capacity of the PWCS (Primary Weavers' Co-operative Societies) has been gradually shrinking due to the accelerated development of the powerloom sector. Some factors are chosen to

reveal the impact of the declining performances of the PWCS (Table 5). These factors are, stoppage of PWCS, decreased sales, stagnant wage level of the weavers, reduced number of weavers and the financial crisis of the weavers and allied workers of the handloom industry.

Table 5. Table showing result of declining performance of the PWCS (n=120) (Source: Primary survey 2017–2018)

Sl. No.	District	Cluster	Percentage of respondents (n=120)					
			Number of respondents	Stoppage of co-operatives	Decreased sale	Decreased wage level	Reduced no. of weavers	Financial crisis
1	Hugli	Tarakeswar zone	No. of respondents	50	36	36	55	21
			Percentage [%]	84	60	60	88	36
2		Chinsurah zone	No. of respondents	55	46	48	53	29
			Percentage [%]	88	76	80	92	48
Total			103	81	84	108	50	
Percentage [%]			86	68	70	90	42	

A survey was carried out both in Tarakeswar zone and Chinsurah zone and the perception of people about the consequence of declining performance of the societies are almost the same. 86% of respondents have reported that the main effect of

declining performance is the end of primary handloom co-operative societies. 68% of weavers said that the amount of sales had been reduced due to poor performance of the co-operative societies. 70% of respondents said that the wage

level of the weaver had been decreased also and of most of the respondents about 90% reported that a reduction in the number of weavers was the main effect of poor performance of co-operative societies. Due to these poor performances of the PWCS the people who are directly or indirectly associated with the handloom industry are suffering badly from financial crisis, as reported by 42% of the respondents. Many of them have joined another profession due to the uncertainty of this industry.

Effect of globalisation on weaving assets. After conducting the primary survey it is clear that the level, or effect, of globalisation is more prominent in the Chinsurah zone than the Tarakeswar zone (Table 6). The survey was mainly done to reveal

the position of weaving assets, mainly the number of looms in the household after the year 1991. From the data table it can be interpreted that the number of households with two active, or working looms, were reduced in both the zones. Most of the households have only one working loom and the number of households with more than two working looms has sharply reduced from 20% to 4% in the Tarakeswar zone. The condition of the Chinsurah zone is more pitiful because this zone is very close to Kolkata metropolitan area therefore the powerloom sector has totally grabbed the market of the Handloom sector. Therefore it is the cyclical result that more and more weavers are interested in the power loom, or other sectors, rather than the handloom sector.

Table 6. Table showing effect of globalisation on weaving asset (n=120) (Source: Primary survey 2017-2018)

Sl. No.	District	Zone	Period	Number and percentage of respondents	No working loom	One working loom	Two working looms	More than two working looms
1	Hugli	Tarakeswar zone	Past (before 1991)	No.of respondents	0	53	43	24
				Percentage [%]	0	44	36	20
			Present (after 1991)	No. of respondents	2	46	10	2
				Percentage [%]	4	76	16	4
2		Chinsurah zone	Past (before 1991)	No. of respondents	0	31	19	10
				Percentage [%]	0	52	32	16
			Present (after 1991)	No. of respondents	8	45	5	2
				Percentage [%]	12	75	8	4

7.1. Hindrances

The main aim of globalization is to promote rural economy but unfortunately the handloom industry is unable to utilise these opportunities. There are some hindrances which are the main obstacles for the expected growth of this industry.

1) First, and the most important result, is a severe labour crisis, due to excessively low wages. A weaver gets only Rs. 80 to 130 after weaving a saree given an 8 to 10 hour labour in a day. Therefore most of the weavers joined in the MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) scheme and other occupations.

2) There is a huge rural-urban difference in terms of globalization. The effects of globalization are limited in the urban area. For this reason newly designed sarees are produced from the Begumpur cluster which is very close to Kolkata metropolitan area but in the interior part of the district the weavers are only weaving the traditional designs.

3) There is a huge crisis of new designs. Though Weavers Service Centre has arranged

various training opportunities for new designs but the weavers really don't apply this knowledge. After the primary survey it can be said that the 'Mahajan' or the master weavers are also unwilling to hire a designer to produce contemporary sarees instead of traditional ones.

4) Another obstacle for weaving contemporary design is the huge preliminary cost before weaving a new design. The poor weavers are really unable to afford this cost.

7.2. Positive effect of globalisation/strategies to cope with modern technology

The Integrated Handloom Cluster Development Scheme (IHCDS) is being implemented by the Development Commissioner for Handloom, Ministry of Textile, GOI, since year 2005-06. The main aim of this holistic approach is to make age old traditional handloom clusters of our country globally competitive. To accept the ever challenging nature of this industry IHCDS also emphasises the identification of potential markets and promotion of market driven designs, therefore, proper market

assessment, identification of modern trends, promotion of export, SWOT analysis are the most essential approach of Integrated Handloom Cluster Development Scheme.

1) Mainly two types of looms are used in this district, these are the pit loom and the frame loom. The pit loom is quite an ancient one. The main mechanism of the pit looms preserves the moisture balance of the yarn when weaving. But currently a machine is introduced to the Hugli district (Daspur, Gopalpur cluster) by which the perfect moisture is preserved in the yarn mechanically which prevents the breakage of yarn when weaving.

2) There are mainly two types of weaving pattern in the district, the 'Dhaniakhali' weaving pattern and the 'Begumpuri' weaving pattern. 'Dhaniakhali' sarees are more coarse textured than the 'Begumpuri' saree. 'Matha paar' and 'Dura paar' sarees are the two traditional sarees by Dobby design. But in the era of modernization, various contemporary sarees are introduced to both clusters to cope with modern powerloom generated sarees.

3) A proper market assessment is a most important step for the handloom industry to hold their position in the market. In the Begumpur cluster new trendy sarees are being produced to compete with the powerloom. The main features of these sarees are that, they are produced according to market demand. The main aim of the cluster development scheme is to make this traditional industry globally competitive. The Hugli district is specifically known for its coarse textured sprees, but now according to market demand, light textured urban styled sarees are also produced. Various types of yarn are being used for this purpose, instead of 60×60 count yarn.

4) A very effective result of globalisation is the Begumpur cluster is associated with various renowned brands like 'FabIndia', 'Rene' etc. to market their production all over the India. They are also attached to more than 300 boutiques in Kolkata and the surrounding sub urban areas. Therefore the weavers under this cluster get good wages (Rs. 360.00 to 800.00, according to design) per saree. Various design trainings schemes are also arranged by the cluster to train the weavers according to demand.

5) Weavers Service Centre plays a major role in promoting this cluster, they arrange buyers sellers meetings to help the cluster with their marketing.

6) The co-operatives are also taking some initiatives to introduce new designs, so various types of contemporary sarees ('Ganga-Yamuna', 'Rangabati', 'Baha', 'Janmabhumi', 'Appliqué work'

etc.) are being produced in small quantities. The co-operative societies also import Katki Yarn and designs from the Maniabandh district of Orissa and beautifully mix the design of these two heritage sarees. Experimentation is also made by using Muga and Art silk in the Dhaniakhali handloom district.

8. Conclusion

The impact of globalisation in a developing country like India is very critical, because of the elimination of a restrictive quota system for exports. Liberalization policy, which was initiated in the year 1991 in Indian economy, aims to remove the barriers to export and to make the economy more market oriented. However it is unfortunate that traditional industries like handloom weaving cannot cope with the modern trend, therefore the effects of globalization is mostly negative in Indian subcontinent as well as in the Hugli district. Though the government is continuously trying to boost the industry by different development schemes but the effectiveness of these efforts is really questionable.

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