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Handloom Weaving: Critical Factors influencing the Satisfaction- The Socio & Economic Context

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ABSTRACT

The miserable lives of handloom weavers are evident enough in every part of India where the handloom products are not all sustainable. There have been a lot of strategies to revoke the industry for many times in the way of schemes and interventions, but the efforts are all in vain and the livelihood of weavers is still alarming. Though there have been innumerable problems causing the decreased level of satisfaction of weavers, factors such as unorganised operations, product diversifications, credit needs, raw material, less returns and marketing issues are extracted to be critical in influencing the living conditions of weavers. The study is aimed to identify and assess the impact of certain critical factors on the increased levels of living weavers' conditions in Srikakulam district, Andra Pradesh state. The study was carried out with a method mix of descriptive design, quantitative approach, non- probability sampling of convenience technique and cross- sectional survey method. The data collected was analysis through influencing statistics of factor analysis and multi regression analysis to extract the independent variables and explain the dependent variable respectively. Specific recommendations were offered be the research out of management implications with the interpretation. This paper explains the impact of each factor on the survival and sustainability of handloom weavers.

HIGHLIGHTS

- ◉ The livelihood of weavers is remains precarious, despite several attempts to shut down the business through plans and initiatives that have been ineffective.
- ◉ Everywhere in India where handloom items are not entirely sustainable, it is apparent how terrible the lives of these weavers are as individuals.
- ◉ Weavers' level of happiness has declined due to a variety of problems but a number of factors, including unorganized operations, product diversifications, credit requirements, raw materials, low returns, and marketing concerns, are identified as being crucial in affecting artisans' standard of living.
- ◉ The effects of each element on the longevity and well-being of handloom weavers are discussed in this research.

Keywords: Handloom Weavers, Sustainability, Livelihood, External Factors, Factor Analysis, Multiple Regression Analysis

Khadi is considered as one of the national symbols which involved and practiced by many eminent people since national freedom movements. Mahatma Gandhi struggled a lot promotes *Khadi* of the best *swadeshi* product. The days are changed, population is increased and the drift of people's lifestyles are completely changed where the traditional practices

which was lost long back by almost all Indians is to avoid *khadi* products unless and until it is a mandatory for certain communities related to politics and spiritual.

Though there has been a dramatic decrease in the consumption of *khadi* products, it is to be appreciated that the existence is still these as a symbol for peace and nationality. But the living conditions of handloom workers are very poor and indelible. The community is suffering a lot from deep financial troubles and not transferred to any technological expertise. They still do their work depending upon the traditional handloom systems which has been used by them for years. Most of them are desultory towards their work and let their children to leave family occupations also. They have been working very hard for years, but their living conditions are not improved though governments, societies and other associations are helpful for the growth of their life.

There lies the question that the conditions of the weaves are linked with the industry where the decrease in *khadi* industry has led them more miserable. The demand for the cloth is exponentially decreased and people have a penchant for *khadi* are very less. It is well determined that the development of the weaves will be depended on the growth of *khadi* industry and the focus by the government on this should also be one of the important factors. Operators of APCO is said to be a mixture of organized and unorganized sectors and most of the policies and practices are highly flexible and not at all competitive since the private marketers take an advantage out of their proper management with professional standards.

Product diversifications lead to get a good number of varieties in *khadi* which is yet to be taken up. Innovations are to be dynamic and continuous where the customers have to come of a monotonous feeling about *khadi*. The desirable designs with fashion technology support are highly recommended for the growth of this industry. Material and manufacturing cost is to be weaver should obsoletely be innovated and encouraged. Most of the weavers do not have even the minimum investment to produce the cloth even for a low capacited stock. They always depend highly on the credits and schemes provided by the government. No doubt that they have been supplied the money raw material and tools but, they seem

to be insufficient and certain delays in fulfilling the needs create them getting loses and not even getting the minimum profits also banks are not specially providing any loans with low interest where the weavers are not that capable of paying such interests.

Certain problems associated with raw material are short supply, transportation and sub- standardized material have been continuous and make the weavers annoyed enough to meet their tasks in time with desirable quality. The help from SHGS, JLGS and cooperative societies is also considerably low. Returns are less enough for the industry since the sign of the consumers is narrowing and promotional activities are also comparatively lowering. Very less consumers feel it national and integrated with traditionalism. At the same time production problems such as cost of manufacturing is high and increasing time to time and the prices of the product is fluctuating with the poor and regular promotional activities of discounting. Intermediations also play an important role for the weavers and independent merchants getting loses who should be enabled to tell by self and get complete profits. There is a complaint that the orders are also not executed in time and deliveries are very lately surpassed. It is evitable that the information management and market infrastructure, quality improvements and export efforts are also found as imperative factors to create demand so as to create better employment to the weavers. This study was carried out in Srikakulam district named after khadi industries so as surveyed a good number of weavers and their operations.

OBJECTIVES OF THE STUDY

The specific objectives of the study are to:

1. Understand the social and economic conditions of the weavers in Srikakulam district

2. Extract the factors influencing the distraught behaviour of the weaver's district

3. Access the impact of the factors i.e. Unorganised Operations, Product Diversification, Credit Needs, Raw Material, Less Returns, Marketing issues influencing detrimentally on the livelihoods of weavers in Srikakulam district.

METHODOLOGY OF THE STUDY

The Srikakulam district, called for the Khadi land, which has 2, 881,830 residents and is situated on the northern coast of the state of Andhra Pradesh, is where this study was carried out. This research uses a cross-sectional research design with a descriptive and exploratory study design. Using a variety of survey questions and literature sources, the researchers employed a mixed methodology that combined qualitative and quantitative methods. Handloom weavers employed in the *Khadi* sector make up the study's population. When the population is known, the sample size of 350 is calculated using the population proportion formula utilizing a basic random technique of probability sampling. The instrument used in this investigation had 32 questions. The dependent variable is the living conditions of the weavers, and the appropriately chosen independent variables are Unorganized Operations, Product Diversification, Credit Needs, Raw Material, Less Returns, Marketing problems. With the use of survey questions, respondents who were chosen at random were asked for the primary data. Print materials about past researchers and studies in the relevant field of study typically comprise secondary information. The relevant periodicals, government publications, annual reports, and other pertinent data were gathered for this study from a variety of internal (from within the organization) and external (from outside the organization) sources.

HANDLOOM WEAVING: ECONOMIC & SOCIAL ASPECTS

Handloom textile production is important from an economic and social standpoint, particularly in poorer nations where it is often a customary and artisanal activity. The following are some salient elements emphasizing the social and economic dimensions of handloom weaving:

Economic Aspects: Creation of Employment

Many individuals, especially in rural regions, have work prospects due to handloom weaving. It often provides a means of subsistence for weavers and their families.

The expansion of Income

In agricultural countries, weaving enables diversification of revenue. Homeowners may work as handloom weavers during the off-season to augment their income.

Preserving Conventional Knowledge

Classical artistry and abilities, which are often handed down through several generations, are preserved via handcrafted weaving. The maintenance of skills adds to a persona and tradition.

Rural Development and Cottage Industry

Because weaving with handmade looms is a cottage business, it decentralizes economic activity and promotes rural development. By offering rural residents' sustainable means of subsistence, it lessens the likelihood of migrating from the countryside to the city.

Encouraging Handicrafts

Products made on handlooms are frequently seen as premium handicrafts, drawing interest from both local and foreign sectors. This may provide foreign currency and aid in the expansion of the artisan industry.

Eco-friendly and sustainable

In general, weaving with a handloom is less harmful to the ecosystem than large-scale automated weaving. It supports sustainable manufacturing methods by using less energy and emitting less harmful substances.

Social Elements

Identity of the Community

In many cases, handloom weaving is intrinsic to a community's social and cultural fabric. It strengthens a community's sense of place by making certain areas or localities famous for particular weaving customs.

Empowerment of Women

Women actively participate in handloom weaving in various civilizations. This gives them a chance to increase their share of the home income, become financially independent, and participate heavily in choices that are made.

Transfer of Skills Between Generations

The art of weaving with a handloom includes the passing down of knowledge from elder to newer generations. This continuous passing on of cultural information and customs aids in their preservation.

Cohesion in society

Communities that weave often have a strong feeling of social cohesiveness. A feeling of community and support from one another are fostered by shared cultural traditions and economic activities.

Resurrection of Conventional Arts

Handloom weaving may help old constructs that paintings that would otherwise be lost come back into vogue. This encourages pride in one's cultural background.

Knowledge and Consciousness

A useful tool for raising understanding and educating people about the value of old-fashioned crafts and the significance of helping regional businesses is loom weaving.

Reliability Statistics

Cronbach's Alpha	N of Items
.916	32

A general accepted rule is that α of 0.6-0.7 indicates an acceptable level of reliability, (Hulin & Cudeck, 2001). As shown in table, the reliability is 0.916 which is more than 0.8 carries good internal consistency. In this work, two primary statistical analysis procedures were employed: inference analysis and descriptive analysis. The information on the demographic attributes analysis was described using descriptive statistics (mean, mode, and percentage). Inferential statistical techniques such as factor analysis, ANOVA, and multiple regression analysis were employed to examine the correlation between independent and dependent variables.

LITERATURE REVIEW

Varghese & Salim (2015) in their study from Kerala on the detrimental aspects of handloom industry found that there are certain problems associated with concurrent tasks being faced by the workers which are needed to be eradicated through some remedial strategies to and policies for the increased levels of handloom sector. In their study Bori & Bhattacharyya (2021) researched in India on the determinants such as practices of handloom weavers and their working conditions which influences on the performance and productivity of workers. On the other hand, the nexus between hand loom and weaver with respect to technological proximity and compatibility was also studied.

Groh *et al.* (2016) proclaimed that the measures and complications taken up by the government such as institutional support and monetary motivation to the weather did not help to sustain themselves in the industry and a lot of other challenges making their life-style more miserable with heavy losses. The Business operational units in Assam are interesting enough with the challenges such as technological incompetence, Unorganized systems, Low productivity, financial difficulties, lack of range, poor market is operations and overall stagnation of sales on the other hand, Competitors from power loom and mill sectors are dominant enough to capture the market share (Baruah, & Bezbaruah, 2020).

Maintenance of quality, price, marketing has been the major aspects for the diminished standing of handloom sector in Odisha and the Government should increase the technological and infrastructural support to the industry for the development and revenue generation so as to achieve sustainability (Basu, 2016).

Handloom industry is supposed to be preserved since it is one of the major industries in India that generates high employability (Kandikonda, & Sreenivas, 2017). At the save time the industry is compatible and conductive for Indian culture and environment which will route to acquisitive good sales and contribute to GDP. Roy & Chouhan, 2017) identifies through his socio-economic profile research on weavers that the male weavers and workers are more and uneducated enough to the suitable to this industry itself. Females are said to be poor with respect to get involved actively but assist the main workers.

As regards to the status of handloom industry, the retaining rates is decreased to the greater extent and the shift rate from this industry to her sectors

is found to be more and is future it is also expected that the career of the next generators will not all be adhered with the working conditions for a long period of time (Panda & Bhuwania, 2022). Bari *et al.* (2015) in his research study conducted that the factors related lack of education, no other resource of income, high price of yarn and low realization of final product are discouraging the sales as well as the weavers to be in this field in future. In competency of handloom in combat to the through competitors' such as power loom and organized will sectors are found to be more and weaver tried with any kind of distinguished strategies or efforts (Del Bo & Bignami, 2014).

Sharma *et al.* (2021). suggested out of their research that the best suitable strategy for the development of land loom industry is differentiation strategy which would result into create innovative ideas, products and process. In continuation, Sharma (2021) also suggested previously that certain workers of expertise also highly relevant to these industry heady key positions for the effective management of research, Administrative, Marketing and strategies. Performance and Economic conditions at low level was identified which made the weavers losing interest in this industry and the dependence of the co-operative society is also one of the causes for their poor conditions (Srivastava & Khan, 2022).

The major problems are associated with low level of marketing efforts, financial inputs and the supply of raw materials which lead to get the least possible income for the weaver as well as to his family members who also assist in the work. This dissatisfaction is measurably high and mainly blames the industry managers and Governments (Sadanandam, 2016). Sasikala (2019) identified four weaver's types such as independent, contact, loom less and cooperative weavers. The government is suggested to take the complete responsibility to develop the hand loom industry by surpassing additional benefits directly to the weavers exceptionally to increase their economic conditions in the way of better living standards. Weaver's problems such as in marketing, finance, raw material are found to be imperative and the government should focus on these three factors.

It is noted that the miserable living conditions of weavers are caused by the technological revolutions in the industry and the conventional process of marketing the product by weaver costs high and is made late which in fact is not at all competitive with the garments made out of new technology with fashion designing. At the same time, interpolation of middle men who grabs the highest percentage then the weavers who should be eliminated and the solidarity of selling self is to be extended (Annapurna, 2006).

New technological interventions are the production, packaging design and promotion are quite unaware by the weavers who have the traditional mindset and dogmatic enough to learn and get trained with modern technology method (Jain & Gera, 2017). Social and demographic characteristics of the consumers influence their perceptional process of quality and design which is supposed to get changed time to time as the lifestyles to consumer's changes often .so the segmentation strategy is to taken into considerations as one of the marketer strategies to promote handloom products. Tanusree (2015) suggested the policy makers to release the importance of traditional handloom industry by allocating the required budget so as it can be sustained and further the weavers will be uplifted, otherwise, if it is very hard to compete with the industrialization.

Mohapatra (2013) culminated that the weaver's product made out of the traditional process is not competitive enough at the stand point of price, art, techniques and assortment, moreover, the weavers cannot get the fair wages out of the in competencies. Victoria (2013) started in his research study that the factors like socio- cultural, demographic, production related, employee market structure, technology and skill have a significant impact on the growth of handloom sector and the weaver's development regarding the increase in their living standards. Most of the people or consumers are aware of the handloom products and its importance and that awareness does not shift to purchase. The intention to buy the handloom product is to be related through the superior quality and availability (Anasuya & Chinnnadorai, 2015). While surfing the literature, the researchers have landed with certain critical factors which influences the decreased living standards of weavers in Srikakulam district. They are Unorganised Operations, Product Diversification, Credit Needs, Raw Material, Less Returns and Marketing issues.

DATA ANALYSIS AND INTERPRETATION

Factor Analysis

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.701
Bartlett's Test of Sphericity	Approx. Chi-Square	1.089E4
	Df	465
	Sig.	.000

As can be seen in table 1, the KMO Measure value of 0.701 shows that the variation proportion in the variables caused by underlying factors is sufficient to do factor analysis on the data. The data may benefit from factor analysis, which is indicated by a significant level of 0.00.

Table 2: Communalities

	Initial	Extraction
Unorganised Operations [I believe that the policies and vision of the industry are to be changed]	1.000	.841
Unorganised Operations [I feel that the industry is organised everything improperly]	1.000	.813
Unorganised Operations [I believe that there is no competitive advantage in managing operations]	1.000	.864
Unorganised Operations [I believe that there is no development toward exports]	1.000	.697
Product Diversification [Most of the consumers are unaware of *khadi* products]	1.000	.845
Product Diversification [*Khadi* products are not innovative]	1.000	.852
Product Diversification [*Khadi* products are monotonous]	1.000	.800
Product Diversification [*khadi* products need diversification in design]	1.000	.875
Product Diversification [*Khadi* products with a good number of varieties will increase the business]	1.000	.806
Product Diversification [Prices are high since the Cost of production is increased]	1.000	.842
Credit Needs [credit needs are not served properly]	1.000	.847
Credit Needs [Support for credit from banks is low]	1.000	.886
Credit Needs [Credits are not given in time]	1.000	.832
Credit Needs [Credits are not given with sufficient amount]	1.000	.836
Credit Needs [Credit interest is high and not affordable]	1.000	.799
Raw Material [There is short supply of raw-material]	1.000	.816
Raw Material [There is a transport problem in getting raw-material]	1.000	.825
Raw Material [There is a sub-standardized raw-material supply]	1.000	.826
Raw Material [SHGS, JLGS and cooperative societies help is low in supplying raw-material]	1.000	.759
Raw Material [Price of raw-material is fluctuating]	1.000	.863
Less Returns [The consumers who buy *Khadi* are less]	1.000	.788
Less Returns [Promotions of *khadi* products are poor]	1.000	.769
Less Returns [None feels that *khadi* product represents nationality]	1.000	.750
Less Returns [Raw material cost is high]	1.000	.814
Less Returns [Intermediators cause low returns to weavers]	1.000	.651
Less Returns [Independent selling gives good results]	1.000	.634
Less Returns [Most of the orders are lately received]	1.000	.710
Marketing issues [There is no information about the market]	1.000	.727
Marketing issues [There is no proper Market infrastructure to market the product]	1.000	.813
Marketing issues [There are les chances for exports]	1.000	.657
Marketing issues [There are insufficient promotions and advertisements of handlooms]	1.000	.544

Table 2 displays the communalities that correspond to the variance estimates of all the variables that the components account for. It is clear that the communalities are somewhat high, and as a result, the extracted components represent variables to a significant degree. The main components extraction score for "Product Diversification: *Khadi* Products Need Diversification in Design" is high (0.875) and low (0.544) for "There Are Insufficient Promotions and Advertisements of Handlooms."

In table 3 that eight first components, or 78.650 percent of the cumulative initial eigenvalues, have been produced as a result of the requested

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.314	33.271	33.271	10.314	33.271	33.271	5.075	16.372	16.372
2	4.228	13.640	46.911	4.228	13.640	46.911	4.090	13.192	29.564
3	2.614	8.432	55.343	2.614	8.432	55.343	3.311	10.682	40.246
4	1.883	6.075	61.419	1.883	6.075	61.419	3.024	9.755	50.001
5	1.627	5.249	66.668	1.627	5.249	66.668	2.919	9.415	59.416
6	1.427	4.604	71.271	1.427	4.604	71.271	2.434	7.851	67.267
7	1.232	3.973	75.245	1.232	3.973	75.245	1.835	5.918	73.185
8	1.056	3.405	78.650	1.056	3.405	78.650	1.694	5.464	78.650
9	.999	3.222	81.872						
10	.738	2.380	84.252						
11	.645	2.079	86.331						
12	.569	1.837	88.168						
13	.487	1.571	89.739						
14	.419	1.353	91.092						
15	.392	1.265	92.357						
16	.329	1.060	93.417						
17	.277	.892	94.309						
18	.257	.828	95.137						
19	.243	.784	95.921						
20	.221	.712	96.633						
21	.195	.630	97.263						
22	.182	.586	97.849						
23	.143	.460	98.309						
24	.123	.397	98.706						
25	.109	.353	99.059						
26	.086	.276	99.335						
27	.061	.198	99.533						
28	.051	.164	99.697						
29	.040	.128	99.825						
30	.031	.101	99.927						
31	.023	.073	100.000						

extracted first eigenvalues greater than 1. Six of the 26 variables are noted as having an approximate variability of 79%. Thus, these eight components can minimise the data set's complexity while sacrificing over twenty-one per cent of its content.

Table 4: Rotated Component Matrix[a]

Component								
	1	2	3	4	5	6	7	8
1	.096	.047	.181	.196	.836	.172	-006	.175
2	.057	.114	.238	.189	.155	.080	.808	.147
3	.172	.099	.246	.175	.785	.280	-.113	.158
4	.306	.184	.199	.241	-.051	.188	.657	.047
5	.118	-.096	.130	.857	.176	.114	.099	.128
6	-.062	.154	.106	.414	.171	.582	.277	.444
7	.132	.036	.007	.850	.004	.158	.073	.171
8	.214	-.056	.276	.300	.259	.766	.075	-.013
9	.165	-.112	.163	.741	.233	.258	.259	-.048
10	.255	-.069	.167	.183	.154	.818	.107	-.084
11	-.004	.863	.187	-.059	.155	-.185	.015	.077
12	.028	.865	.206	.247	-.048	-.173	.026	.007
13	-.056	.871	.088	-.068	.204	-.027	.010	.127
15	.002	.751	.019	-.327	.084	.180	.212	.209
16	.162	.179	.799	.109	.280	.090	.138	-.052
17	.364	-.097	.660	.002	.109	.322	.037	.362
18	.076	.428	.734	.234	.076	.007	.122	.152
19	.204	.069	.534	-.078	.343	.261	.252	.415
20	.260	.186	.809	.071	.126	.178	.180	-.144
21	.843	.152	-.017	.001	.037	.203	.030	.102
22	.773	-.202	.255	.108	.057	.175	.119	.078

23	.787	.042	.112	-.013	.110	.069	.258	.183
24	.746	.078	-.004	.308	.098	.311	-.210	-.071
25	.505	.063	.242	.045	.522	.135	.186	-.081
26	.587	-.022	.268	.259	.188	.018	-.009	.337
27	.742	.070	.296	.052	.186	-.086	.090	-.118
28	.563	.005	.137	.125	.549	.064	.264	-.019
29	.225	.295	-.010	.288	.127	-.081	.191	.730
30	.449	.184	.037	-.005	.564	-.069	.311	.030
31	.518	-.162	.096	.170	.188	-.059	-.026	.414

ᵃPredictors: (Constant), Unorganised Operations Product Diversification Credit Needs Raw Material Less Returns Marketing issues.

The first rotating factor has a strong correlation with the following: "less people buy *khadi* products," "none feel that *khadi* products represent nationality," "poor *khadi* product promotions," and "high raw material costs." There is no particular correlation between these factors and other elements. The second rotated factor is highly correlated with Credits are not given in time, Support for credit from banks is low, credit needs are not served properly, and Credits are not given with sufficient amount. The third rotated factor is highly correlated with "Price of raw-material is fluctuating", "There is a sub- standardized raw-material supply", "There is a sub- standardized raw-material supply" and "There is a transport problem in getting raw-material". The fourth rotated factor is highly correlated with "Most of the consumers are unaware of *khadi* products", *Khadi* products are monotonous" and "*Khadi* products with a good number of varieties will increase the business". The fifth rotated factor is highly correlated with "I believe that the policies

and vision of the industry are to be changed", "I believe that there is no competitive advantage in managing operations", "There are less chances for exports" and "Intermediators cause low returns to weavers". The sixth rotated factor is highly correlated with "Prices are high since the Cost of production is increased", "*Khadi* products need diversification in design" and "*Khadi* products are not innovative". The seventh rotated factor is highly correlated with "I feel that the industry is organised everything improperly". The eighth rotated factor is highly correlated with "There is no proper Market infrastructure to market the product".

Multiple Regression Analysis

Table 4: ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.626	4	2.907	2.654	.033ᵃ
	Residual	376.723	344	1.095		
	Total	388.350	348			

ᵃPredictors: (Constant), Unorganised Operations Product Diversification Credit Needs Raw Material Less Returns Marketing issues; ᵇDependent Variable: How do you feel about the weavers living conditions.

The connection between the Independent Variable (marketing concerns) and How do you feel about the living conditions of weavers is displayed in Table 4. The dependent variable and predictors have a F value of 2.654 and a p value of 0.00. This, at the 0.05 and 0.00 levels, is very significant. However, we can also conclude that if there is a single level of item increase, the increase will be 376.723.

Table 5: Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.810	.386		9.883	.000
	Unorganised Operations	.175	.084	.150	2.074	.039
	Product Diversification	-.133	.069	-.124	-1.919	.056
	Credit Needs	-.084	.099	-.060	-.847	.398
	Raw Material	.099	.099	.068	1.008	.314
	Less Returns	-.255	.111	-.195	-2.287	.023
	Marketing Issues	.236	.106	.210	2.238	.026

Dependent Variable: Weavers' living conditions.

Weavers' living conditions (WLC): = 3.810 + (0.175) UO + (-0.133) PD + (-0.084) CN + (0.99) RM + (-0.255) LR + (0.236) MI.

Weavers' living conditions being influenced by the first factor UO (Unorganised Operations) is 3.985 (3.810+ 0.175); if UO is increased by one unit, increased by 3.985. Likewise, if the predictors PD (Product Diversification), CN (Credit Needs), RM (Raw Material), LR (Less Returns), and MI (Marketing Issues) are increased by one unit, weavers' living conditions are increased for PD by 3.677; CN by 3.726; RM by 3.909, LR by 3.555, and MI by 4.046.

Weavers living conditions are highly explained by Marketing Issues with 4.046 followed by Unorganised Operations and Raw Material problems with 3.985 and 3.909 respectively. The least amongst is explained by Less Returns with 3.555 followed by Product Diversification and Credit Needs with 3.677 and 3.726 respectively.

SUGGESTIONS

- Most of the operations through APCO are unorganized which may be lead to indiscipline and lack of efficiency and effectiveness.

- The APCO may focus on every practice to be done in an organized manner efficiently and backdoor operations through the people out of APCO should not be encouraged lest will have negative impact directly to weavers.

- The policies of *Khadi* industry marketers should be changed and the competitive advantage with the core competencies should be honoured and established.

- The confinement of varieties with the minimum possible derivatives is one of the major causes where the products are not being attracted by all categories of customers. Besides providing the quality products, APCO should also focus on the maximum possible design sizes and patterns.

- There should be also an extensive digital media promotion with which their products can reach to the maximum communities of customers. Since the usage of mobile phones has been increased, the products being promoted through SEO, PPC and SMO would definitely increase the sales and thereby beneficial to the weavers.

- Though there have been firm and long run schemes and subsidiaries directly to the weavers, their livelihood and per capita income is not significantly change. Hence, the credit needs are to be served well in the way of appropriate executions. The credit being provided with less interest is satisfactory but the money provided as loan should be increased.

- Most of the weavers complain on the short supply of raw material, an unsolved grievance for years which should be cleared by APCO with proper strategy of supply chain management and logistics operations.

- Weavers should be given resources to sell independently, Information about market, consumers, competitor, technology and promotions which should be known to the weavers.

CONCLUSION

Recognizing that APCO's activities are disorganized, there is a lack of efficiency and discipline. APCO should prioritize structured procedures and refrain from promoting backdoor activities in order to increase efficiency. Policy changes for marketers in the *Khadi* sector are required, along with an emphasis on core competences. The limitation of minimally derived variants is a significant problem since not all client segments find the items appealing. In addition, APCO has to concentrate on producing high-quality goods and optimizing pattern and size in designs. The livelihood and per capita income of weavers are unaffected by long-term plans and corporations. Successful credit management calls for higher loan amounts but lower interest rates. Weavers have long complained about a lack of access to raw materials, a problem that APCO ought to be able to handle with appropriate management of supply chains and logistical procedures. Technologies, advertisements, customer, competition, and market data should all be given to weaving so they may operate freely. In summary, a complex interplay of personal, cultural, and socioeconomic variables influences the level of happiness experienced by handloom weavers. Taking a comprehensive approach to addressing these important factors can support the general health and viability of handloom weaving as a traditional art**.**

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