

Available online @ [www.iaraindia.com](http://www.iaraindia.com)  
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal  
ISSN: 0975-9999 (P) 2349-1655 (O)  
Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)  
Volume XI, Issue 46  
October - December 2020  
Formerly UGC Approved Journal (46622), © Author

## STRATEGIC COMPLIANCE OF INNOVATIONS FOR NEW NORMAL CONDITIONS OF LOOM WEAVER'S MARKETING ISSUES

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### Abstract

*It is well known that economy comprise of three sectors namely agriculture, industry and service sector. Agricultural sector is the prime occupation of Indian economy which satisfies basic need of all individuals. Second basic need is clothing which is offered by textile industry whereas this industry comprises of so many wings such as spinning, knitting, weaving etc., Among these wings, researcher intended to focus on weaving industry which is of handloom and power loom industries. Handloom industry is a traditional craftsmanship achieved excellence in our economy by offering sarees, dhotis, towels etc., Power loom industries are not inferior compared to handloom industry. Here to note a difference between these two industries are handloom products are man made and power loom products are machine made. Both serves the purpose which acts as rivalry in weaving industry. One side all colorful thing is happening. But the other side people who weaves the product called weavers livelihood is an ultimate question mark during this pandemic situation. Hence researcher tried to probe into the issues lie in the line of marketing channels and issues faced by weavers and to implement strategic compliance which finds positive transformation to weavers' community to have normal and peaceful life through Conceptual Model.*

**Keywords:** *strategic compliance, innovation, new normal, weaver's community, marketing issues..*

### Introduction

Handloom weaving segment is a prehistoric industry. The textile cottage industry includes cotton, silk, dying, finishing, embroidery, reeling, twisting. This weaving industry is the principal

means of livelihood to people who entirely depend upon it named handloom weavers. Handloom sector plays vital role in our economy. Ethnic Weaving is the basic procedure to manufacture clothing with some devices named pedal, beam, silk,

yarn etc. This weaving profession offers prestigious living among rural villages. Also, it maintains peace and harmony in weaver's lives where they were having meal all three times per day. In spite of robust competition from mill-based textiles, the handloom products are still in great demand, therefore striking a premium price in the modern industrialized market.

'The hand-woven fabric' is symbol of weaver's endeavour to bring gorgeousness and happy into weaver life. Methods adopted in handloom fabric making is simple but the result is extraordinary. This industry is labour intensive, tradition oriented, having a legacy of unparalleled craftsmanship with a decentralized set-up, that has spread throughout the length and breadth of the state. The Indian textile industry contributes to 7% of Industrial output in value terms, 2% of India's GDP and to 15% of Country's export earnings with more than 45 million people employed directly. The textile industry is also acting as revenue and employment generation source in domestic market. Our State has a strong presence in textiles and the second largest contributor to the Indian Textiles Industry and predominantly cotton based.

## REVIEW OF LITERATURE

**Reddy, Danda. (2019).** This article focussed on the issues of Marketing of handloom products due to various reasons such as customers taste and preferences, touch competition, lack of government support etc., Researcher made this study with target area of Andhra Pradesh with the selected sample size of 100 in Guntur District. Empirical research had been undertaken by the researcher with the structure questionnaire. Researcher analysed the data and found that majority of the marketers run their business with their own fund. Meagre people borrow loan to run the business in the set area. It was highlighted that hand loom sector gains low profit margin. In spite of this, it is felt by the handloom weavers that

innovative designs and skills of handloom weavers makes the sales to be increased.

**Tallapaneni Madhavi (2019),** Author prescribed this article on Inventory Management which is beneficial for the organizations who manufacture essential industrial products. Stumbled inventory suggests disenchanted clients, an excessive amount of money tied up in warehouses and more slow sales. This task arranges of the administrative work, human issues, manual postponement and accelerate process. Inventory Management System will be able to follow sales and accessible inventory, tells a storekeeper when it's time to reorder and the amount to purchase. Inventory Management System is a windows application created for Windows working systems which galloped in the region of Inventory control and produces the Various required reports.

**Dr. Rachana Goswami & Dr. Ruby Jain (2014),** this article titled on strategy for sustainable development of handloom industry. In this article researcher focussed on framing strategies for handloom industry sustenance. Also, researcher developed business model is to be applicable in handloom industry which makes this to be successful. This study enables the researcher to identify the strategies with the ways of gaining profit and to compete with other products prevailing in handloom industry such as Overall cost leadership, Differentiation and Focus. The result of the study revealed that handloom industry was not following any suitable strategy for raw material procurement, product planning and promotional activities. Hence, researcher suggested that strategic plan makes to address all these challenges and to achieve profit in hand loom industry

**Vijaya Bhaskar (2014),** researcher aimed to highlight about the importance of traditional weaving method which represents a philosophy- a way of life on their own. This philosophy is the simple faith of Indian folk artisan- the handloom weaver- the man behind the loom.

Handloom stands for the revitalization of traditional creative energies and the certainty that they can be infused into our modern civilization. Though the method employed in making handloom products are simple, the results are extraordinary. The human effort results in creation which are both aesthetically delightful and extremely durable. This research work highlights on certain region of some specific issues of hand loom industry. None of the studies focused on handloom clusters and measured the impact of the clusters on the socioeconomic conditions of the weavers. The current research work tried to close the gap for handloom industry development.

**Dr. Manoj P K and Rajesh S (2013)**, researchers have studied the quality of work life (QWL) in this article and focus on various issues of hand loom weavers and also highlighted the importance of this ethnic profession. Weavers face much issues for their life sustenance and they face issues in their livelihood. Also, researcher identified other variables relating to industrial relations scenario in textile units in Kannur district of North Kerala. Researcher suggested the ways of improving Quality of work life among weaver's community

**Rama Ramaswamy, N. V. R. Jyoti Kumar (2012)**, researcher focussed on handloom cluster in which handloom enterprises are traditional house hold based which generates rural employment in the set target area of Mizoram village named Thenzawl. This house hold profession promotes entrepreneurship among tribal women where this paper analysed the important aspect of marketing of different products in terms of sales, distribution channels, sales promotion schemes.

Author suggested the ways of marketing practices through cluster intervention enables to sustain and grow

### RESEARCH GAP

Many researchers done their research work on socio economic status of handloom weavers in other states. Very few research work is done on the area of hand loom and power loom weavers and weaving industry and to market weavers product. But no extensive study had been focused by any of the researcher in addressing marketing issues and strategy formed to redress the challenges faced by the researcher. To close this gap, current research is focused on by the researcher

### OBJECTIVES

- To gain insight into marketing issues of handloom product
- To formulate strategies to redress marketing issues
- To draft conceptual model on strategic compliance on Marketing issues of handloom weaver's product

### SCOPE OF THE STUDY

- i) Current research focus on innovative strategies of Marketing issues of weaver's product
- ii) It covers the issues of whole hand loom weavers segment

### LIMITATIONS OF THE STUDY

- This study covers only the issue of hand loom product and fails to focus on another segments of textile industry

Only conceptual model is executed by the researcher. Researcher would have adopted empirical study to research still more effective.

### CONCEPTUAL MODEL

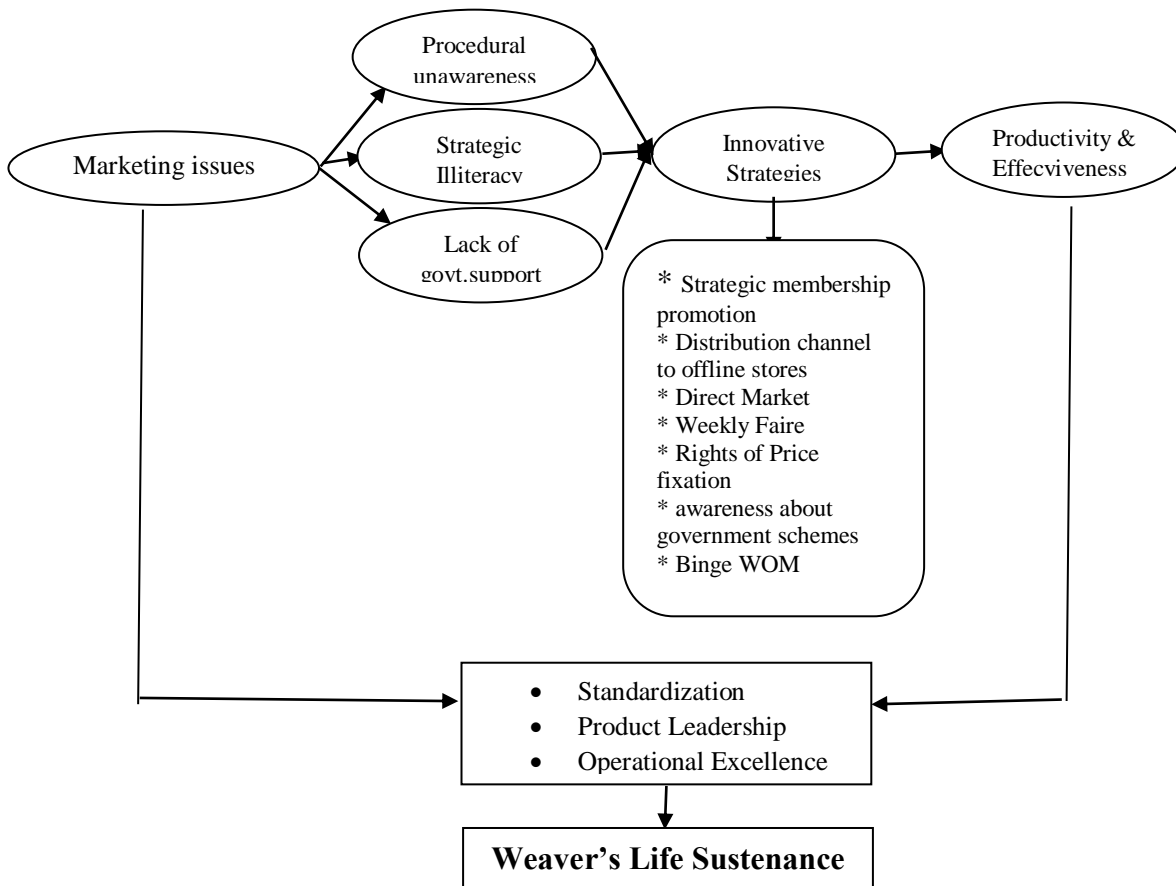


Fig. Conceptual Model on strategic compliance on Marketing issues of handloom weaver's product

From the above conceptual model, it is quite transparent that weavers face multi aspects of marketing issues such as follows:

- i) **Procedural Unawareness:** Weavers does not possess any knowledge procedures to be adopted to market their products. But they were acting as expert in bringing out well designed and trendy outcome of final product which will be attractive for others.
- ii) **Strategic illiteracy:** Strategy refers to plan of action for long term. But weavers focus to satisfy daily needs. They never

think to save for future due to high illiteracy rate.

- iii) **Lack of govt. support:** Government offers much facility to weavers' community but pettiest part is that none of the facility reached weavers which makes them to feel that government is least bothered about their welfare measures. Here the point is to be notified that due to intermediaries' politics, government image gone down literally.

All the above-mentioned issues can be redressed with the help of innovative strategies namely;

- a) **Strategic membership promotion** – Promoting knowledge about strategies on weaver's community
- b) **Distribution channel to offline stores** – Weavers directly involve in distribution channel
- c) **Direct Market** – Weavers themselves acquire right to sell the products they weave
- d) **Weekly Faire** – Promotion of trade fair on weekly basis
- e) **Rights of Price fixation** – Weavers should fix price but not owners
- f) **Awareness about government schemes** – Weavers gain knowledge on Government schemes
- g) **Binge WOM** – Positive word of mouth should be wide speeded and highlight the importance of clothing in handloom industry

Researcher recommended all these innovative strategies to redress Marketing challenges by the weaver's community to achieve productivity and Effectiveness and make this weaving profession as professional occupation

The combination of Marketing issues and Productivity & Effectiveness promotes Product leadership and Standardization

## CONCLUSION

Researcher found gap from the literature survey about the marketing issues faced by hand loom weavers and tried to close the gap with the conceptual model which touches on several aspects of Marketing issues and the strategies not only from the weavers. But also strategies can be applied to Weaver's owner, Weavers Association, Co-operative society and so on. It is the responsibility of all these bodies to give helping hand to increase their life standard whenever they are down. By adopting all these exclusive strategies also weavers can come to light from the dark side i.e. they can attain new normal life after facing much struggles.

Inclusive strategy also should be adopted by weaver to satisfy their personal and occupational requirements.

## ACKNOWLEDGEMENT

*This article is to be published and financial assistance covered under ICSSR under the scheme of IMPRESS.*

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