

## **Analyse the Profits of Handloom Products and Promoting Handloom Sector of Bishnupur District, Manipur**

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### **ABSTRACT**

In a developing nation like India, the handloom industry is significant. It's one of the most significant economic operations that directly employs people. The handloom industry is classified as a small-scale industry. The handloom industry may be labor-intensive and situated in rural areas. Therefore, it helps rural residents become economically independent, and rural industrialization through the handloom sector may be a crucial necessity. Manipuri hand-woven clothing is highly sought after in both domestic and international markets for its artistic beauty and practicality. It's necessary to enhance the satisfaction level of handloom customers, this study attempts to analyse the profits of handloom products and promoting handloom sector are identified in order that mobilisation are often finished promoting it as a livelihood activity.

**KEYWORDS:** Productivity, Profitability, Handloom Weaver

### **INTRODUCTION**

Incredible craftsmen have a long history in India's handloom industry. Over 3 lakh weavers are directly and indirectly employed by it. This industry contributes to roughly 22% of the total amount of clothing made in the nation and significantly increases export revenue. There was a wide variety of ethnic groups in the weaving community, and the elegance and pattern of the weaving reflected their caste and communal identities. Making garments for the family has long been a common activity for women. In Manipur, weavers were typically employed to help with family duties and earn money. This included taking care of youngsters, cleaning, cooking, collecting, water, shopping etc. Most of the ladies are working as a neighborhood time job. Although, it can positive a task for providing livelihood to an outsized section especially in economically weaker section of the society.

### **REVIEW OF LITERATURE**

A review of Handloom Export Units in India Prof. (Dr.) Kuldeep Singh and Dr. Monika Bansal. Handloom sector providing direct employment to over 65 lakh persons engaged in weaving and allied activities. Nearly 19 percent of all cloth produced in the nation is contributed by this industry, which also significantly boosts export revenue. Girls make up a very large portion of the handloom industry's workforce, however Sundari 1989 (2) found that the majority of them sleep in conditions that are below the poverty line. Low earnings, unstable employment, and a lack of skills are the reasons the author highlighted for living below the poverty line. He urged that the government take a significant role in helping the women of those people.

Shri Mutua Bahadur (1997) (3) in his Monograph entitled traditional Textile of Manipur has clearly expressed about the extra-ordinaries of textiles in Manipur. The unique quality of textiles is their indigenous nature. They are skillfully spun, woven, and embroidered by Manipuri women, each of which depicts a symbolic and practical importance. He has provided a commendable account of the weft-woven patterns, including those used in needlework, embroidery, tie-dye, and other handicrafts. He clearly explains that Manipur began employing the Loin Loom and the Throw Shuttle Loom before the Christian era and the eleventh century, respectively. The Myths, Costume, Materials, Vegetable Dye, Tools, Implement and Technique, Weft-woven Design, Needle Work Embroidery, Tie and Dye Design and Color Scheme, etc. were all thoroughly covered in this book.

The various issues the handloom industry faced were explored at the all-India handloom conference held in New Delhi in 1993 (4). The conference's delegates recommended that the government continue to reserve products, limit the assembly of facility looms, and provide regular supplies of yarn to weavers at reduced prices through marketing centers. For the handloom industry and to increase yarn production, more spinning mills need be built.

In his research, Rama Krishna Rao (5) examined the effects of shifting consumer attitudes and how such shifts ultimately affected people's aptitudes. The handloom industry's long-term prospects are undoubtedly destroyed unless weavers develop their artistic talent and dexterity so they can compete with power looms and technologically advanced textile factories. Instead of limiting themselves to the more severe types of traditional materials, handloom weavers should intrinsically develop the skills and craftsmanship necessary to produce pleasing types of cloth.

The Village and Little businesses Committee, also known as the Carving Committee, was established by the Design Commission in 1955 to plan the use of resources to be set aside for the occasion of village and small businesses, among which handloom is one. The extension of cooperative organizations to significant members of the handloom industry as well as the introduction of such changes within the already-existing handlooms that may increase the extent of technical efficiency are two of the committee's key recommendations.

## METHODOLOGY

The data that is currently available is based on both primary and secondary data. Directly from respondents via questionnaires, primary data are gathered using stratified random sampling and proportionate allocation methods.

The secondary data are gathered from the sources through annual reports and cooperative department publications. The handloom census report from the industries department. Annual report from the Manipur government's department of statistics, the internet, and the directorate of information and public relations. To achieve the desired results, the acquired data are tabulated and analysed using the proper statistics tools.

## HYPOTHESIS

Our null-hypothesis may be formulated as follows:

Ho: There is no significant difference among the handloom weavers in connection with their profits and products.

H<sub>1</sub>: There is significant difference among the handloom weavers in connection with their profits and products.

## DATA ANALYSIS

**Table 1: Classification of Table**

Handloom Weavers	Number (N = 60)	Percentages
<b>Gender Wise Classification</b>		
Male	0	0%
Female	60	100%
<b>Age Composition</b>		
15 - 25	20	33.33%
26 - 35	15	25%
36 - 45	17	28.33%
46 - Above	8	13.33%
Total	60	100.00%
<b>Literacy of Weavers</b>		

Illiterate	10	16.66%
Under Matriculation	40	66.66%
Above Matriculation	10	16.66%
Total	60	100.00%
<b>Nature of Work</b>		
Part time	10	16%
Full time	50	84%
Total	60	100.00%
<b>Monthly Income</b>		
0 - 1000	8	14%
1000 - 2000	39	65%
3000 - 4000	7	11%
4000 - Above	6	10%
Total	60	100.00%

**Table 2: Cost Price, Selling price and Profits of selected Handloom products:**

Name of the Handloom Products Unit	Cost Price (In Rs)	Selling Price (In Rs)	Profit per (In Rs)
LangjamPhanek	120	280	50/60
Phanek 1ply	220	280	50/60
Phanek 2ply (Wool)	350	450	100
Khudei	230	300/320	70/90
Bathing Towel	30	50	20
Cotton Pure (Double dying)	270	270	80
MugaPhanek (AkhetaShang pure)	2000	2500	500
MugaPhee (With border)	3000	3500	500
MugaSaree (Haft)	4000	5000	1000
Muga Saree (Full with blows)	11000	14000	3000

Report: Field Survey

**Table 3:Material Cost, Wages/Charges, Time Consume, Required Weaver**

Name of the Handloom Product	Material Cost+ Wages/Charge = Cost Price (in Rs)	Time Consume	Required Weaver
LangjamPhanek	150 + 70 = 220	2 piece/day	1
Phanek 1ply	150 + 70 = 220	2 piece/day	1
Phanek 2ply (Wool)	150 + 200 = 350	1 piece/day	1
Khudei	150 + 80 = 230	2 piece/day	1
Bathing Towel	20 + 10 = 30	10 piece/day (double)	1
Cotton Pure (Double dying)	200 + 70 = 270	2 piece/days	1
MugaPhanek (AkhetaShang pure)	1500 + 500 = 2000	1 piece/3 days	1
MugaPhee (With border)	1500 + 1500 = 3000	1 piece/4 days	2
MugaSaree (Haft)	1500 + 2500 = 4000	1 piece/4 days	2
Muga Saree (Full with blows)	4000 + 7000 = 11000	1 piece/10 days	2

Report: Field Survey

**Table 4:Analytical / Mathematical data for Weavers in Annual**

Name of the Handloom Products Unit	Selling Price (In Rs)	Cost Price (In Rs)	Profit (In Rs)
<b>LangjamPhanek</b>			
365×2 = 730	730×230 = 204400	730×220 = 160600	730× 50 = 36500 730× 60 = 43800
<b>Phanek 1ply</b>			
365×2 = 730	730×280 = 204400	730×220 = 160600	730× 50 = 36500 730× 60 = 43800
<b>Phanek 2ply (Wool)</b>			
365×1	365×450 = 164250	365×350 = 127750	365×100 = 36500
<b>Khudei</b>			
365×2 = 730	730×300 = 219000 730×320 = 233600	730×230 = 167900	730×70 = 51100 730×90 = 65700
<b>Bathing Towel</b>			
365×10 = 3650	3650×50 = 182500	3650×30 = 109500	3650×20 = 73000
<b>Cotton Pure (Double dying)</b>			
365×2 = 730	730×350 = 255500	730×270 = 197100	730×80 = 58400
<b>MugaPhanek (AkhetaShang pure)</b>			
365/3=121	121×2500 = 302500	121×2000 = 242000	121×500 = 60500
<b>MugaPhee (With border)</b>	91×3500 = 318500	91×3000 = 273000	91×500 = 45500
365/4=91			
<b>MugaSaree (Haft)</b>			
365/4=91	91×5000 = 455000	91×4000 = 364000	36×10000 = 91000
<b>Muga Saree (Full with blows)</b>			
365/10=36	36×14000 = 504000	36×11000 = 396000	36×3000 = 108000

**Table 5:Profit of Weavers perUnit**

Wages/ hire (khunek) charged (in Rs)	Hire charged + Profit = Actual Profit (in Rs)
LangjamPhanek	70 + 50/60 = 120/130
Phanek 1ply	70 + 50/60 = 120/130
Phanek 2ply (Wool)	200+ 100 = 300
Khudei	80 + 70/90 = 150/170
Bathing Towel	10 + 20 = 30
Cotton Pure (Double dying)	70 + 80 =150
MugaPhanek (AkhetaShang pure)	500 + 500 = 1000
MugaPhee (With border)	1500 + 500 = 2000
MugaSaree (Haft)	2500 + 1000 = 3500
Muga Saree (Full with blows)	7000 + 3000 = 10000

**Table 6:Monthly Profit (Independent) and Monthly Income (Dependent) Weaves**

Name of the Handloom products	Monthly Profit (in Rs)	Monthly Income for co-weavers / dependent (in Rs)
LangjamPhanek	3600/12 = 304 43800/12 = 3650	51100/12 = 4258

Phanek 1ply	36500/ = 304 43800/12 =3650	51100/12 = 4258
Phanek 2ply (Wool)	36500/12 = 304	73000/12 6083
Khudei	51100/12 = 4258 65700/12 = 5475	58400/12 = 4866
Bathing Towel	73000/12 = 6083	73000/12 = 6083
Cotton Pure (Double dying)	58400/12 = 4866	51100/12 = 4258
MugaPhanek (AkhetaShang pure)	60500/12 = 5041	60500/12 = 5041
MugaPhee (With border)	45500/12 = 3791	136500/12 = 11375/2 = 5687
MugaSaree (Haft)	91000/12 = 7583	227500/12 = 18958/2 = 9479
Muga Saree (Full with blows)	108000/12 = 9000	252000/12 = 21000/2 = 10500

**Table 7: Comparison with Independent and Dependent Weaver's monthly income**

Name of the Handloom products	Independent Weaver	Dependent Weaver
LangjamPhanek	87600/12 = 7300 94900/12 = 7900	4258
Phanek 1ply	87600/12 = 7300 94900/12 = 7908	4258
Phanek 2ply (Wool)	109500/12 = 9125	6083
Khudei	109500/12 = 9125 94900/12 = 7908	4866
Bathing Towel	219000/12 = 18250	6083
Cotton Pure (Double dying)	109500/12 = 9125	4258
MugaPhanek (AkhetaShang pure)	121000/12 = 10083	5041
MugaPhee (With border)	182000/12 = 15166/2 = 7583	5687
MugaSaree (Haft)	318500/12 = 26541/2 = 13270	9479
Muga Saree (Full with blows)	360000/12 = 30000/2 = 15000	10500

## CONCLUSION

The study mentioned above has shown that there are significant differences in the profits and goods produced by different handloom weavers. The working hours affect the profits and the products. Although the handloom industry offers job possibilities to the underprivileged and

powerful, master weavers and independent weavers must invest in those handloom goods that would yield a higher return on their investments. In addition, the only reason this industry has survived is because consumers favor handcrafted goods.

Women weavers dominated the handloom industry in Manipur to a considerable extent, but now that the market is changing and there is more competition, they must make compromises. Despite this, manual looms with minimal levels of technology are still used by the weavers, which has an impact on output.

To make the handloom more popular, there are several things that must be done, including advertising, availability/increased number of outlets, exhibits, innovative design development, awareness-raising, and assistance for the dependent weavers.

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