



# FACTORS PERSUADING THE SAMBALPURI WEAVING COMMUNITY TO WORK FOR A MASTER WEAVER: A CASE STUDY OF SUBARNAPUR DISTRICT, ODISHA

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## ABSTRACT

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*The country was recently hit by COVID-19, which left the informal handloom workers completely stranded, with the lockdown imposed putting lakhs of handloom weavers' lives and livelihoods at risk. In this context, the current study aims to investigate the impact of pandemics and lockdown on the income level of the Sambalpuri weaving community. The field research is being conducted in ten villages in Odisha's Subarnapur district. It is found that as there are no cooperative societies, weavers are reliant on master weavers, who pay meagre wages and find it difficult to feed their families and attend to medical emergencies. Using Henry Garrett Ranking and Kendall coefficient of Concordance, we attempt to investigate the dominance factor that forced them to work under the master weaver's control. The most significant reasons, according to the findings, are a lack of working capital and loans obtained from the informal sector.*

**KEYWORDS:** Handloom, Garrett Ranking and Kendall's Concordance, Income.

**Subject classification codes:** C14, E26

## INTRODUCTION

The intricate traditions, customs, and culture of India are greatly influenced by handloom weavers and textiles. This industry not only satisfies one of humankind's most fundamental requirements while also making a sizable contribution to the GDP and exports, but it also directly and indirectly employs thousands of people in both rural and urban locations. India's diversity may be observed in the handloom industry, which uses looms in a variety of ways and produces a variety of goods that reflect each state's history and culture and preserve its own designs and weaving techniques (Amaravathi and Bhavana Raj, 2019).

According to the latest Handloom Census (2019-20) there are 25.46 lakh handlooms in the nation, which employ 31.45 lakh weavers and other related workers. The majority of weaver households 22.5 lakhs or 88.7 percent of the total are situated in rural regions, while 2.8 lakhs, or 11.3 percent are found in urban areas. The

report also states that nearly 72 percent of handloom weavers are women, providing them more financial freedom and higher self-worth both within and outside of the home. The handloom industry holds a special place in our economy and has significantly boosted India's GDP. In the most recent fiscal year, the handloom industry generated export revenues of Rs 2,280.18 crore and domestic revenue of Rs 2,75,000 crore (Rao, 2020).

Handloom has long been a traditional cottage sector in Odisha's rural regions, capable of producing more jobs than agriculture (Tripathy, 2009). Nearly 0.117 million people who make a career weaving on handlooms benefit from it. The state has a total of 63,223 weaver families, including 53,472 homes with weavers and 64,364 households with associated workers, according to the latest Government of India Handloom Census 2019-20.

## LITERATURE REVIEW

For the handloom industry in Western Odisha has attained a recognised position in both India and overseas for its distinctive quality, pattern, and style of fabrics that are widely seen in people's minds as Sambalpuri. It has now become a part of Odisha's cultural legacy, and the "Meher" Community in Odisha normally treats it as their main occupation (Bag and Behera 2020). Odisha's handloom industry is struggling despite the state's international prominence, high quality, and widespread renown. Weak organisation and organisational strategies, weak co-operatives, a lack of market and infrastructural facilities, and the illiteracy of the weavers all contributed to the precarious position in which the unorganised handloom industry now finds itself (Tripathy, 2009).

The majority of weavers live in rural regions, making them especially susceptible to exploitation by middlemen who take advantage of their lack of education and access to resources for improving quality of the product through modern designing, improved technology (Das, 2021). There is no other way for weavers to reach out to faraway markets except through these intermediaries. Those manufacturers who have received massive orders have exhausted their financial resources and cannot afford to buy raw materials in bulk.

Globally, the financial limitation is a major issue that has stunted the expansion of any businesses and new ventures (Kerr and Nanda, 2009). Workers are severely hampered by their meagre wages, which are in turn influenced by factors such as their level of education, the number of hours they work, and the quality of training they have received. There is continuing discrimination based on gender when it comes to negotiating their wages (Panda and Komalavalli, 2019). Government organisations provide a number of financial aid programmes, but for the less-educated weavers, it can be challenging to understand and participate in these opportunities (Das, 2021). Since the loan from the informal sector may be obtained quickly, it is relied upon heavily. Due to their naivete regarding the loan's conditions, these activities put them in a terrible position.

## BACKGROUND OF THE STUDY

The eastern region of Odisha is home to the Sambalpuri handloom weavers. The region's second-largest employer after agriculture is craft-based cottage industries. The cloth used to make Sambalpuri handlooms is manually sewed on a handloom. Depending on the types of warp and weft yarns used, the resulting fabric can have a wide range of textures. Cotton and silk are two crucial raw materials used in the weaving process on this handloom. When discussing Odisha's textile heritage, the most well-

known fabric is undoubtedly "Ikat", which has a long and storied history as a tie-dye cloth.

Ikat, or "mangikat" is a Malaysian term that meaning to wind around or tie a knot (Desai, 1988). It's a type of resist dyeing in which the yarn is tied or wrapped into bundles, coloured according to a predetermined colour scheme, and then used to weave a fabric. Odisha's Ikat textile is well known across India. In the state of Odisha, this activity is practised mostly in the districts of western Odisha including Subarnapur, Sambalpur, Boudh, Bargarh, Jharsuguda, Bolangir, are only few of the many (Crill, 1998.).

In the local dialect of western Odisha's, the craft of tie-dye weaving is also called as "Bandhakala" and has a long history. In the middle of the fourteenth century Patnagarh King Ramai Devhad summoned 100 brilliant families from Raipur, Chatisgarh with a flair for tie-and-dye artistry were introduced it there (Mohapatra, 2014). They are referred to as "Meher" and belonging from the "Bhulia" community. The Bhulias of western Odisha are famed for weaving well-known tie-and-dye fabrics like Sambalpuri cloth. Sambalpuri sarees are an emblem of complicated procedure, history, and culture.

The origins of the "Meher" group, who are said to have migrated from another part of India, are the subject of much speculation. According to Mohanty and Krishna (1974), they were born in North India, likely Rajasthan. According to Gittinger (1982) it is plausible that they could have left Uttar Pradesh in the fourteenth century. Crill (1998) speculates that they could have come from Chhattisgarh.

The traditional skill of "Bandhakala," the Tie-dye art exhibited in sarees, is the hallmark of these sarees (Mohapatra, 2014). Sambalpuri sarees are noted for combining ancient designs like as Shankha (shell), Chakra (wheel), and Phula (flower), all of which have deep symbolic connotations. Baandhas were traditionally embellished with geometric designs, flora, or fauna.

Similar to other regions of the nation, the handloom industry in Odisha unregulated and unorganised. The artists operate out of their houses using labour provided by their families. In the handloom business, there are primarily three sorts of craftspeople: contract weavers, cooperative weavers, and individual entrepreneur weavers (Planning Commission, 2002)

- **Individual entrepreneur weavers:** Individual entrepreneur weavers are who operate independently. The weavers in this category operate leaving their homes. They get raw supplies from a range of service providers straight from the market and promote their own products (Das 2021; Narasaiah 1999).

- **Weavers under contract:** In this category, the weaver is employed by a master weaver who carries out the manufacturing task but receives only the conversion cost. A master weaver is a former entrepreneur turned weaver who uses his own funds to make investments and hires other weavers and supplies the yarn to the weaver, gets it woven by him and sells fabrics in the market (Das, 2021; Narasaiah, 1999).
- **Weavers who work through cooperatives:** In a cooperative structure, many different craftspeople are jointly organised and everyone is a shareholder. Typically, cooperative organisations provide its members marketing, financial, and creative services in addition to yarn. Most government assistance programmes for weavers are carried out through cooperatives (Das, 2021; Mines, 1984)

The handloom is woven by the weavers' using resources for their livelihoods like raw supplies (including yarn), capital, weaving machines, and most importantly human resources (family labor). To maintain their way of life, they rely on the assistance of cooperatives, society, and the government. The revenue of handloom weavers will rise when marketing tactics are improved and middlemen's role in the sale of handlooms is reduced. The majority of the time, intermediaries take advantage of the weavers, which lowers their revenue. Therefore, it's critical to identify the variables influencing the marketing of handloom weavers' goods.

## OBJECTIVE OF THE STUDY

1. To find out why they are subject to the master weavers' control.
2. To observe the variations in income level of Sambalpuri weavers' communities of the Subarnapur district during covid-19.

## DATA SOURCES

The present study has been conducted in the Subarnapur district which is one of the major handloom hubs of the "Sambalpuri handloom" fabric of Western Odisha and most of the weavers belong to this area engaged in producing Sambalpuri clothes. In order to achieve the study's goals purposive sampling was used to gather primary data from the respondent weavers. A total of 120 samples were collected from 6 densely populated handloom weaver's villages area of Subarnapur districts viz., Nimna, Dasharajpur, Kamalpur, Hardakhhol, Sagaprali, Sahajpita, of Odisha. The samples include 109 dependent weavers who work under the control of a master weaver and 11 samples from an independent weaver. The samples are drawn in such a way as to reflect the characteristics of the total handloom weavers of the districts. Respondents were interviewed in-person using a structured interview schedule that included both open-ended and closed-ended questions.

## METHODOLOGY

For the present study, collected primary data have been analyzed with statistical tools like Garrett's Ranking Technique and Kendall's Co-efficient of Concordance to know the reason behind why they working under the control of master weavers. Paired t-test was used for measuring the significant difference in income of the weavers before Covid-19 and during Covid-19.

## RESULTS AND ANALYSIS

The handloom business has been rattled more than once by unexpectedly high demand, and the effects are still being felt today (Tripathy, 2009). As a result of Demonetisation in 2016, the Goods and Services Tax (GST), and now COVID-19, thousands of handloom weavers have had their livelihoods and even their very survival threatened. As with the rest of the world, the Indian economy has felt the effects of the crisis produced by the COVID-19 pandemic. As a result, businesses and individuals across all sectors have experienced a decline in fortune. With both traditional and modern marketplaces for artisans completely blocked, the handloom sector has also been seriously damaged. The 24<sup>th</sup> March, 2020 national lockdown could not have come at a worse time for the weavers. Weavers from across all of India suffering from food insecurity, unemployment, and a fall in income levels below subsistence level.

### Factor Influencing for working under the control of master weaver

The most recent Handloom census (2019) shows that 82 percent of weavers in rural regions are self-employed or work for themselves and only 18% of the weavers are dependent weavers. However, in many studies carried out in the different states, the findings of the study are quite opposite. Independence is a fallacy among rural weavers in Andhra Pradesh and West Bengal, who mostly labour for master weavers or middlemen (Bhowmik, 2019). The majority of the revenues go to the master weavers, who pay the weavers meagre wages.

In the present study also, which is conducted in the Subarnapur districts it is found that 90.83% of weavers are dependent weavers. From the field study of rural villages of Subarnapur districts came to know that different factors forced them to work under the control of the master weaver.

To know the significant factor that influenced the handloom weavers to work under the control of master weavers the percent position was estimated with Garrett's Ranking Technique. As a result, the score value according to the Garrett Ranking Analysis is computed for the first through tenth ranks. The scores of each weaver are then summed for each factor, and the mean value is computed. The relevant factor is thought to be the one with the greatest mean value.

**Table 1: Preference and Ranking of the Respondent for which Reason they working under the control of master weaver**

SI NO	Reason	Ranking Given by the Respondent									
		1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
1	Lack of financial resources	68	41	0	0	0	0	0	0	0	0
2	Don't have own Loom	0	0	0	0	0	0	0	3	17	89
3	Lack of infrastructure facilities	0	0	0	0	0	0	2	18	70	19
4	Lack of adequate marketing facilities	0	0	0	0	0	0	14	80	15	0
5	Large no of Family member depends on them	21	19	59	8	1	1	0	0	0	0
6	Lack of sufficient training	0	0	0	2	3	8	81	7	7	1
7	Lack of awareness regarding schemes	0	0	0	1	17	85	6	0	0	0
8	Unavailability of raw materials in time	0	0	0	11	76	15	6	1	0	0
9	Lack of Govt assistance	0	0	12	85	12	0	0	0	0	0
10	Loan taken from informal sector(i.e., Friends & relatives, master weaver, money lender etc.)	20	49	38	2	0	0	0	0	0	0

Source: authors computation from field survey

Table 1 shows the Preference and Ranking of Subarnapur District handloom weavers for the reason which pushes them to work as dependent weavers. Among the 109 respondents, the factor lack of financial resources was ranked first by 68 respondents, the second rank by 41 respondents Similarly, the factor of loans taken from informal sources was ranked first by 20 respondents, second-ranked by 49 respondents, and 38 mentioned as the third rank. It is highlighted from the table, that lack of financial resources is the first rank preferred by the respondents. Ranks assigned by the handloom weavers were converted to numerical scores using the Garrett technique by using the following formula which is highly beneficial. The Garrett score is portrayed in Table.1

$$\text{Percent position} = \frac{100(R_{ij}-0.5)}{N_j} \dots\dots\dots (1)$$

Where  $R_{ij}$  = Rank given for the  $i^{th}$  factor by the  $j^{th}$  respondents.

$N_j$ = Number of factors ranked by  $j^{th}$  respondent.

**Table 2: The Percent Position and Garret Value**

SI NO	RANK	Percent Position	Garret score
1	1st	5	82
2	2nd	15	70
3	3rd	25	63
4	4th	35	58
5	5th	45	52
6	6th	55	48
7	7th	65	42
8	8th	75	37
9	9th	85	30
10	10th	95	18

**Calculation of Garret Value and Ranking**

Table 3 displays the results of the Garret value computation and the respondents' rankings.

**Table 3: Calculation of Garret Value Ranking**

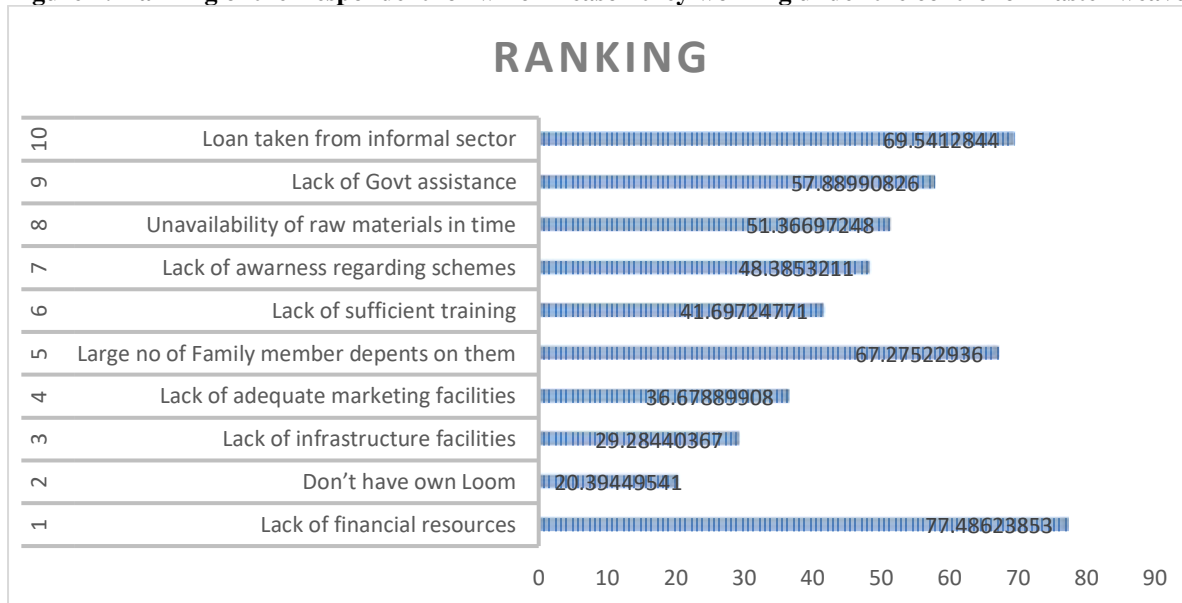
SI NO	Reason	Ranking Given by the Respondent										TOTAL SCORES	MEAN SCORE	RANK	
		1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th				
1	Lack of financial resources	5576	2870	0	0	0	0	0	0	0	0	0	8446	77.48624	1
2	Don't have own Loom	0	0	0	0	0	0	0	111	510	1602	2223	20.3945	10	
3	Lack of infrastructure facilities	0	0	0	0	0	0	84	666	2100	342	3192	29.2844	9	
4	Lack of adequate marketing facilities	0	0	0	0	0	0	588	2960	450	0	3998	36.6789	8	
5	Large no of Family member depends on them	1722	1330	3717	464	52	48	0	0	0	0	7333	67.27523	3	
6	Lack of sufficient training	0	0	0	116	156	384	3402	259	210	18	4545	41.69725	7	
7	Lack of awareness regarding schemes	0	0	0	58	884	4080	252	0	0	0	5274	48.38532	6	
8	Unavailability of raw materials in time	0	0	0	638	3952	720	252	37	0	0	5599	51.36697	5	
9	Lack of Govt assistance	0	0	756	4930	624	0	0	0	0	0	6310	57.88991	4	
10	Loan taken from informal sector	1640	3430	2394	116	0	0	0	0	0	0	7580	69.54128	2	

Source: The author (calculation from primary data collected through schedule)

From the Table 3, it is shown that the main reason felt by the sample handloom weavers is the lack of financial resources highest mean score of 77.49 proves to be the most significant reason, this is followed by Loan taken from the informal sector, Large no of Family member depends on them, Lack of Govt.

assistance, Unavailability of raw materials in time, Lack of awareness regarding Govt. schemes, Lack of sufficient training, Lack of adequate marketing, Lack of infrastructure facilities, Don't have own Loom.

**Figure 1: Ranking of the Respondent for which Reason they working under the control of master weave**



Source: The authors calculated from primary data collected through the schedule

**Kendall's Co-Efficient of Concordance**

A non-parametric test statistic, Kendall's Coefficient of Concordance, or Kendall's W, is used to compare the samples. In order to determine whether there is any consistency among the weavers in deciding how to

rank the provided variables, Kendall's Coefficient of Concordance has been utilised. The Kendall's W scale is 0 to 1. The Kendall's W value 0 means low association among the respondents for ranking the reason and 1 means the high degree of association

among the respondents for ranking the reason behind working under the control of the master weaver. The greater similarity among the respondent weavers in assigning rankings, the higher the value of Kendall's W, whereas the lower the value of Kendall's W, the less similarity among the respondent weavers in assigning ranks. Equation (2) is used to compute Kendall's W.

$$W = \frac{12 S}{m^2(n^3-n)-mT} \dots\dots\dots (2)$$

Where S is the sum of squares from the row sum of ranks  $R_i$ , n represents the number of reasons, and m

represents the number of responses. and T is the adjustment factor for tied rankings (Siegel, 1957). Here as there is no tied rank so mT term from Equation (2) vanished.

Mean scores have been calculated from the ranking given by the respondents for which reason they worked under the control of master weaver and ranking assigned as first which factor mean score is less that means that particular factor influencing more them for working as a dependent weaver under the control of master weaver.

**Table 4: Kendall’s W result**

SI NO	Reason	Mean Rank	Rank	Kendall's W
1	Lack of financial resources	1.376147	1	<b>0.947173103</b>
2	Don't have own Loom	9.788991	10	
3	Lack of infrastructure facilities	8.972477	9	
4	Lack of adequate marketing facilities	8.009174	8	
5	Large no of Family member depends on them	2.559633	3	
6	Lack of sufficient training	7.036697	7	
7	Lack of awareness regarding schemes	5.880734	6	
8	Unavailability of raw materials in time	5.174312	5	
9	Lack of Govt assistance	4	4	
10	Loan taken from informal sector	2.201835	2	

Source: The author (calculation from primary data collected through schedule)

The table reveals Kendall’s W result for the factors which influence more for working under the control over master weaver and the value is found to be 0.9. It shows that there is a high association among the respondent’s handloom weaver in giving the ranks to

the reason. By observing the mean rank, it appears that Lack of Financial Resources has received the most preference (a higher rank is given to the low mean rank) constituting the mean rank of 1.37, and the lowest preference is given to the reason Don’t have own Loom which means rank is highest 9.79.

**Table 5 Test Statistics**

N	109
Kendall's W	.947
Chi-Square	929.177
Df	9
Asymp. Sig	.000

For testing the significance of Kendall’s W chi-square test was used. This strategy is only effective for somewhat large values of m and n, claim Kendall & Smith (1938). Siegel Castellan N. John (1957) suggest using a table of W's crucial values when  $n \leq 7$  and  $m \leq 20$ . So, for the present study, 109 respondents sample taken for 10 reasons and the calculated chi-square

value is 929.18, which significantly rejects the null hypothesis. That shows that rankings given by the respondent’s weaver are not independent of each other in other words there is a significant association between them.

**Impact of Covid-19 on Income of Sambalpuri Weaving Community**

According to the 4<sup>th</sup> Handloom Census the majority (66.3 percent) of households using handlooms earn less than five thousand rupees per month. Only 25.1% of weaver households in rural India earn more than five thousand rupees per month, compared to 36.1% in urban India. Although Covid-19 affect severely all sectors of the economy the effect has been particularly more severe on the Handloom sector, especially to those weavers who work under the control of master weavers.

In the present context, a paired t-test was used to measure the significant mean difference between monthly income levels of weaver before Covid-19 and during Covid-19. Paired t-test calculated by Equation (3)

$$t = \frac{\bar{d}}{\frac{S_d}{\sqrt{n}}} \dots \dots \dots (3)$$

Where  $\bar{d}$  is the mean difference,  $S_d$  is the standard deviation of the differences, n is the sample size and under the null hypothesis, this statistic follows a t-distribution with n-1 degrees of freedom.

**Result of Paired t-test**

**Table 6: Paired t-test**

Variables	Mean	Standard Error	Std. Dev
Before Covid-19	12072.48	380.5407	3972.961
After Covid -19	1352.294	461.8987	461.5987
Difference	10720.18	374.0108	3904.788
t	28.6628		
pr	0.000		

The table shows the result of paired t-test which was run on a sample of 109 dependent weavers to determine whether there was a statistically significant mean difference between the monthly income level before Covid-19 and during Covid-19. Results showed that Covid-19 significantly impact the income level of the dependent weavers.

**FINDINGS OF THE STUDY**

The handloom business has previously experienced multiple shocks due to a spike in demand, and it is still reeling from those blows. The lives and livelihoods of thousands of handloom weavers have been threatened by demonetisation in 2016, the goods and services tax (GST), and now COVID-19. The COVID-19 lockdown, which was the icing on the cake for the handloom industry, dealt it its death blow. The main obstacles brought on by COVID-19 abruptly stop artisanal livelihoods. Orders in the industry have abruptly stalled since stores are shut owing to the global lockout, and the crisis is now developing with no indications of a rapid recovery. By the time things return to normal, the market from the summer, when cotton handlooms sell the most, will be completely gone. This will significantly affect their capacity to invest in yarns for items for the other two key selling seasons for handloom textiles, which are the holiday seasons (August to November), winter, and spring (October and February). Odisha’s famous Sambalpuri sarees have fallen on hard times during Covid-19. The industry is predominantly household-based, with the entire family contributing labor. From field survey we found that as there are no cooperative organizations, weavers depend on master weavers, who provide meagre earnings, making it very difficult for them to provide for their family and take care of any medical emergencies. As they are depending on the master weavers were running out of money due to a lack of

work from master weavers. They mostly rely on master weavers or other non-formal sources for credit which has only increased the level of indebtedness. Several reasons push them to work under master weaver. Lack of working capital and indebtedness are the main reason for working under the master weaver who supplies the raw material and designed to be used and dictate terms and conditions which should be followed by the individual weaver who has no voice at all in the deal. Weavers are being used as puppets by master weavers since they lack the resources to work independently. They said that financial support in the form of simple loans, work sheds, and appropriate execution of already existing government programmes is essential when asked what kind of assistance would be helpful for them.

The following major issues have been found among the weavers of the sample area

- **Lack of Credit Availability:** Particularly the weavers from sample villages do not work with a cooperative society and about 90% of weavers who work independently or for master weavers struggle with credit facilities and high interest rates. It is found from the field visit that out of 120 sample weavers around 80.33 % have taken loans from the informal sector which includes local money lenders, master weavers and friends, and relatives and 12% have taken loans from the bank, microfinance institutions, or SHGs.
- **Awareness and Information Regarding Government initiative:** The Handloom weavers belong the area of the village are mostly illiterate or lowly literate for which keeping information about the various details of government and non-government programs and schemes is not possible. The ministry of

Textiles and Handloom and the department of MSME (Micro, Small, and Medium Enterprises) bring many programs and schemes having a positive impact on the handloom sector. Particularly the components such as sourcing of raw materials, information on availing credit facility, skill up-gradation training programs, etc. The weavers of the sample area are lacking information about those benefits. The well-informed weavers also fail to avail the benefits because of a lack of knowledge about the procedure. Circulation of government benefit schemes and the processes in the local language in the form of leaflets among the weaver may enhance their knowledge about schemes and simplification in procedural level may attract the weaver to participate in government and banking credit system.

- Lack of training and promotion activities: No special training program has been organized by the government or cooperatives societies to upgrade the skill based on consumer choice, though the handloom policy 2016 emphasizes promoting capacity building through skill up-gradation and institutional training [22].
- Large no of family members assists in preparing: Handloom is mostly done at home, with labour contributions from the entire family. The handloom industry is also decentralized in the sense that it is primarily based on households. While weaving sheds do occur on occasion, it is more common for the weaver to weave at home, depending on the work of all family members. According to the sample, the average number of individuals assisting with preparation is approximately four. At each stage of the manufacturing process, whether it is pre-loom processing, weaving, or finishing, every member of the household has a distinct function to perform. It is comparable in many respects to the subsistence farming household that participates in self-exploitation of work to maintain subsistence.
- Traditional loom: Hand weaving has been linked to ideas of "cultural legacy," "old," and "traditional" industries in the nation, particularly in the creation of post-independent policies. Its importance as a locally developed technology was frequently lost in this hyperbole. Handlooms can be categorised as primitive looms, pit looms (which toss and fly the shuttle), and frame looms based on their structural features. It can be seen from the sample taken from the villages that practically all of the respondents utilised pit looms. The Handloom Census 2019–20 states that frame looms with dobby/jacquard and other frame looms, followed by pit looms with

dobby/jacquard and other pit looms, employ the most handloom weavers (42.2 percent). The weavers still employ the traditional technique of weaving on pit looms. This indicates that technological advancement has not yet occurred, and thus weavers are not productive enough to profit handsomely from weaving work.

Since the early Five-Year Plans, it has been planned to convert pit looms to frame looms in the name of technological advancement. The most significant disadvantage of a frame loom is that it takes up more space and is difficult to operate due to increased weaving vibrations. Furthermore, it is much more expensive than a pit loom. Pit looms have the benefits of saving space, being less expensive, and being health-friendly. This skill is passed down from generation to generation with little variation or technique. Despite efforts to modernize looms and improve weaving skills, the weavers' traditional mindset has prevented them from benefiting. Weavers, on the other hand, continue to use their traditional looms as a testament to a glorious tradition of fine craftsmanship.

It has been noted that a significant portion of the workforce in the handloom sector is drawn from the weaving industry. The Sambalpuri handloom business employs a wide range of artisans, including designers, tiers, dyers, and weavers, who all weave. Each craftsman specialises in a particular field. The study found that if there are more family members, the weavers' family prefers to work with a master weaver or merchant (more depend on them). The weaver is not concerned with the handloom product's marketing. Weavers are paid a very little pay, which is decided upon by both parties. On the other side, a family may decide to work independently if they have a higher level of education, a more substantial source of income, haven't taken out a loan, or both. However, because too bad marketing strategies, these independent weavers who sell the final product in the market get paid less for their Sambalpuri handloom item.

## CONCLUSION

The artistic design of handloom products popularly known as Sambalpuri is the traditional occupation of the weavers' community (Bhulia, Kuli, and Kusta) of West Odisha. They are included as backward classes in the list of the government of India. Most of them work and live in unhygienic conditions. They have been performing the traditional occupation which has become a cultural heritage of Odisha is very much decentralized, dispersed, and informal in nature. At present they have facing many problems from procuring raw materials to the selling of products competing with the products of the power loom and availing of credit facility. As a result, lion shares of



benefits transfer to the pockets of intermediaries or master weavers. They fail to avail social and economic protection from the government side as it is an informal sector. As the handloom is the largest employment generating sector next to agriculture it needs to be strengthened adequately.

Both national and state governments must take the necessary efforts to ensure that these weavers receive the essential inputs on time. Handloom weavers' livelihoods are under jeopardy. Furthermore, great political will is essential to resurrect the Sambalpuri weavers' community's livelihood. This will protect the handloom sector's cultural legacy, notably the Sambalpuri handloom industry. Handloom orders can be conveyed to weavers through a variety of cooperatives, government agencies, and self-help groups. The government should also take the required steps to provide these weavers with low-cost inputs like as yarn, dye, and colour, as well as easy financing facilities. These strategies may not only assist weavers receive orders and fulfil them without being taken advantage of, but they may also aid in the preservation of employment, livelihood, and the Sambalpuri handloom.

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