

SWOT analysis of handloom weaving units of Assam

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■ **ABSTRACT :** Handloom industry in India is an ancient cottage industry with a decentralized set up. Handloom sector plays a very important role in the country's economy. Assam is a state situated in the northeast of India and is located just below the eastern Himalayan foothills. Handloom industry is the most important industry in Assam having a glorious past. It is closely associated with art and culture of the society. It is the largest cottage industry next to agriculture and plays a key role in the socio- economic life of the people. In spite of considerable efforts made to rehabilitate it; handloom weaving units continue to be in the grip of problems. Therefore the purpose of this study is to familiarize with the strength, weakness, opportunities and threat of Handloom weaving units of Assam.

■ **KEY WORDS:** Handloom industry, Strength, Weakness, Opportunities, Threat

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