

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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Handloom is now the source of livelihood to several millions of families all over the world. It is one of the largest economic activities, after agriculture, providing direct and indirect employment. It has passed on from generations to generations. Handloom industry works as a vehicle for poverty alleviation, rural income generation and regional economic development. The Govt. of India, Ministry of Textiles, Office of the Development Commissioner for Handlooms has been supporting the Handloom Sector through State Governments by implementation of various programmes relating to input supplies, production, marketing etc. This has helped the sector in development of new and diversified products for domestic and foreign markets. India is one of the leading countries in the world in the production of handloom products. The demand for such products exists in huge proportions not only in state and

national market, but even in international markets. The nature of this demand has shown variations overtime. Consumer preference has ranged from traditional to contemporary and decorative to utilitarian. By encouraging the women weavers this industry can be expanded with the stepping up of the qualitative production of cloth in the country with minimum capital investment.

Objectives:

The study is carried out with the following objective
– To analyze the SWOT of handloom industry of Assam.

SWOT analysis of handloom industry of Assam:

A SWOT analysis was conducted to assess the various strength, weakness, opportunities and threats of

the various aspects of handloom industry of Assam

SWOT analysis on structure of the industry:

Strength:

- Low capital investment
- It is eco- friendly
- Providing livelihood to large number of people in the urban non- farm sectors.

Weaknesses:

- Lack of proper work shed
- Poor storage facilities’.

Opportunities:

- Possibilities of revival under Government policies

Threats:

- Competition with power looms
- Lack of leadership
- Market is flooded with similar type of mill made products
- Unable to maintain the delivery time.

SWOT analysis on weavers of handloom industry of Assam:

Strength:

- Availability of traditionally skilled labour
- Availability of educated skilled labour.

Weaknesses:

- Low wages demotivated the weavers to come up with value added product.
- Lack of knowledge about product diversification
- Lack of training to enhance the skills of weavers

Opportunities:

- Government attention toward socio-economic development of weavers.

Threats:

- Poor socio-economic condition
- Lack of education
- Bankers may not support weavers community
- lack of awareness about facilities of weavers service centers.

SWOT analysis on design of the product:

Strength:

- Rich resource of design
- Innovation can be done in contemporary designs

Weakness:

- Lack of proper knowledge about handling of Jacquard, Dobby, Draw-boy’.
- Low quality punch cards.

Opportunities:

- Existence of punch card making machine
- Training on value addition of handloom product

Threat:

- Lack of knowledge of consumer about handloom products.
- Increase in price of product with the increase of size of design.

SWOT analysis on production process:

Strength:

- Raw material is available
- Uniqueness of handloom product
- Innovation can be done in present product
- Raw material is available
- Strong and diverse raw material base including natural, manmade and other specialty fibers
- Traditionally skilled and semiskilled weavers were available.

Weakness:

- Lack of up to date market information
- Lack of awareness about latest technology
- Lack of knowledge about the quality of product
- Lack of knowledge about consumer preferences
- High cost of modern technology
- Traditional technology causing drudgery and low productivity.

Opportunities:

- Diversification into value added products
- Westernization and modernization have started making impact on the handloom product.

Threats:

- Rise in yarn price
- Fewer attempts for product diversification

- Rise in yarn price
- Low margin of handloom product’.

SWOT analysis on marketing of the product:

Strength

- Government support is available
- Due to low price and good quality
- Handloom products are affordable to all classes

of people.

Weakness:

- Lack of up to date market information
- Lack of knowledge about price fixation
- lack of knowledge about product packaging
- Poor market promotion’.

Opportunities:

- Huge market potential
- Skill upgradation training on marketing’.
- Participation in trade fairs, exhibition etc. for better marketing’
- Promotion of collective brand.

Threats:

- Non-availability of market information
- Poor packaging of the product
- Availability of mill products in the market
- Lack of proper finishing of the product’.

Conclusion:

Nonfarm development is a strategic priority for many developing countries during their economic transformation from an agricultural to an industrial society. Handloom industry plays an important role in generating local employment. The Handloom Textiles constitute a timeless part of the rich cultural Heritage of India. However, the sector is beset with manifold problems such as obsolete technologies, unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and, above all,

competition from power loom and mill sector. As a result of effective Government intervention through financial assistance and implementation of various developmental and welfare schemes, the handloom sector, to some extent, has been able to tide over these disadvantages. Thus, Handloom forms a precious part of the generational legacy and exemplifies the richness and diversity of our country and the artistry of the weavers.

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