

Emerging Entrepreneurship Opportunities in Handloom Sector with Special Reference to Odisha.

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ABSTRACT

The traditional Indian hand loom relishes a global status, as well as great demands at the domestic level. Nevertheless, weavers confront a series of problems that negatively impact their livelihoods and the general welfare. The objective of the study is to scrutinize the socioeconomic situation. This can help in offering suitable solutions to lessen their difficult situation and also to explore entrepreneurial opportunities and to aware and implement them. This study is grounded on primary and secondary information gathered through interview of 150 weavers living in different districts of Odisha. The outcome of the research exposed that the weavers face a series of problems as the financial limitation, the incapability to buy improved machinery, poor work Condition, low remuneration, the absence of government support and a lot of problems in day to day basis. Probable; the finding announced the diverse areas of entrepreneurship and also what may be the future potentials and the circumstance of the market.

Keywords

Entrepreneurship, Opportunities, Handloom, Odisha, Weavers

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Introduction

India's cultural heritage includes traditional weaving by hands. This industry is in a position next to agriculture, providing millions of individuals with livelihoods. The hand weaving sector is growing owing to both domestic and international demand for manual artefacts and distinctive traditional design, but the internet community's socioeconomic status is deteriorating continually. Weavers' issues are competing in worldwide markets, low earnings, bad finished goods market prices and failure to reach buyers. The traditional hand weaving technique in Odisha traditionally belongs to the weavers. This particular learning which is grounded in different districts of the state purpose is to comprehend the socio-economic state of weavers, who survives in this region and makes compulsory propositions. This research is driven with the results of different research showing a steady transition in this industry, starting from weaving to various govt. facilities.

In country like India weave training has been practiced for more than 5,000 years which was also discussed in the Mahabharata as well as the Ramayana. India's hand-weaving sector has a wealthy cultural heritage with the biggest hand weaving sector across the globe. This amounts to substantial aid for the economy. Hand-woven products from India have huge demand internationally and their excellent supply chain is appreciated worldwide. Historically, some of India's renowned hand-woven fabrics were Varanasi's Baluchar saree, Kutch's Bandani, Madhya Pradesh's Chanderi saree, Mysore's Georgettes (Karnataka), Odisha's Sambalpurisair, Bengal's Jamdhani saree, Kancheepuram's silk temple. Odisha is well situated at a place that enhances

traditional weaving and also preserves its cultural heritage. The traditional clothes that are extensively included in handloom of Odisha include towels, sarees, dhotis, and clothing materials etc. The sarees of Sambalpur became a global brand in the 1980s. It has been observed that Sambalpuri sarees were the favourite clothing of our former Indian Prime Minister; Indra Gandhi. The weavers were awarded at both national and international platforms. Bargarh was awarded the Padmashree honour for his contribution of subjugation and monumentality which creates a huge demand across India and abroad for Sambalpuri sarees. Western region of the state is contributing to increasing sector of hand weaving. Bargarh hand loom cluster is distributed over Bargarh, Attabira, Sohela's entire blocks. As per cluster analysis, which was used by the Handloom Zonal Officer in 2004, had a figure of 7158 handlooms, where 5102 of them work in 299 diverse villages. The yearly manufacture is about 10 cores INR. Maximum individuals work under the guidance of the expert weavers. Majority of the cooperatives suffer from the huge financial loss, which is unbearable for maintaining the numbers.

Literature review

Entrepreneurship is the action of establishing a business corporation to earn profit by maintaining sustainability in the business. The concept of modern entrepreneurship highlights the transformation of the world by solving critical problems and be purpose driven instead of profit driven. Like originating social transformation, generating an innovative product or bestowing a novel life-changing

resolution. There are various factors that help the entrepreneur to sense an entrepreneurial opportunity and an enterprising person have a constant urge to identify it. His ability to perceive basic ideas through various sources like problems, changes, inventions and competition. Also, willingness to preserve these ideas is a big challenge. Then the ability to make best use of various information and to create various innovative ideas. Vision to convert the ideas into potential business opportunity is a sign of true identity of an entrepreneur. The market situation of the handloom sector is the share of the handloom goods manufactured apparel products among total apparel product manufacturing in between 2016 and 2017 was projected at 17.4%. The handloom industry is primarily a rural based economic activity with a vast majority of handloom households residing in rural areas.

This section describes assessable literature, particularly those that are directly relevant to the manual weaving machine sector and/or indirectly relevant to them. General characteristics of sector, such as: individual elements of production and jobs, household weaving earnings and their economics circumstances were analyzed.

Ali (1996) emphasizes the hand weaving sector as the traditional sector offers employment opportunities of the job seekers of different generations. Jayakar (1988) discussed the improvement of the marketing channels of this particular sector is important to draw investment and seek the attention of the investors. It can help the companies within this sector to get a 100 per cent loan facility. Maurya (1988) has shown in his study that the employees need to apply and implement some uniqueness and innovation to improve the degree of demand across the country. The evolution of this segment is highly developed and the production technique is different from individuals. Although the degree of the competition in this sector is high, it can continue its position individual uniqueness due to organizations.

Prasada (1993) highlighted the critical issues in cotton hand weaving sector through the researched articles. Different unethical demands of East India Company for the local weavers actually affected the sustainability and transparency of the industry. He focused on the remote circumstances of the weavers including the inadequate economic conditions. Weaver joins the traditional and old-school work culture, proficient activity. The sustainability and growth of Agriculture also got affected due to unemployment and other types of critical crisis situations.

Doraiswamy (1996) recognized technological modification in innovation in the researched pieces. The weaving apparatuses in the weaving sector have made numerous variations that have had an optimistic outcome in Dodaballapur, Anekal and Bangalore. Sekhar (1998) have focused on difficulties associated with the weakness of Hand weaving industry, such as poor organisational culture, poor cooperative support, and lack of sufficient financial resources.

Premavathy (1999) examined the complications of the hand weaving sector in the research activities. She knew about the significance about it and how can she resolve these issues with absence of proper training as well as subsidy. Narayani (2001) from his research we could know about the hand

weaving along with its beauty and how weaving was the part of Country's wealth as well as rich heritage.

Kuty (2002) reveals that the lack of suitable markets for the web products is a critical challenge. The small industry players are leading a difficult life without eating anything and they could sell their goods at lesser price, because the weavers are intended to be born, and expire through insufficiency. Ganesha (2003) concentrated on the support and need in the research activities of the hand weaving industry there used to be old-fashioned usage of colors of vegetables and was environment friendly, but now days the scenario is different. Nimbalkar (2005) highlights in research articles that hand weaving play a significant part in the industry.

Handloom weaving is considered to be an important

orientation of the Indian culture. The handloom sector is popular as an innovative, versatile, and flexible sector. The strength of these products depends upon the degree of quality, designing, and innovation. These unique aspects cannot be replaced by other aspects of the power loom sector. Handloom sector is considered as an important, traditional, and natural tangible asset, whose growth depends on the skill level of the employees. Generation after generation, this particular skill level is being transferred.

Handloom weaving industry is decentralized in nature and the industry players largely belong to different poor social sections. The source of income of these industry players is limited and weak comparing to the industry players of the other sectors. The sector is spread across the country and the sector exists at the declining stage of the industry life cycle. The artistry and innovation hidden behind all the finished products is unparalleled. The design, innovation, and uniqueness of the handloom products cannot be provided through technologically advanced and modern machineries. Lack of promotional approaches and lack of adequate opportunities are resulting in the slowdown of the industry. As a view of the textile ministry, the industry has employee strength of almost 4.3 individuals as of 2018. Most importantly, majority of the employees in the workplaces are women. However, the industry has faced a sharp decline in terms of employment generation and employee retention aspects comparing to the data and information of the year 2015. India used to export the handloom products in different international markets like Sri Lanka, Spain, France, Australia, Netherlands, Greece, South Africa, Thailand, Denmark, Japan, and Norway etc. The major reason behind the decline of the employment figure is the growth of the e-commerce market. This particular growth of the e-commerce market has created a doubt in the minds of the small textile players.

Problem Statement

As per the existing piece of theoretical framework, investigation on socio-economic aspects is infrequent and has shown weak status of various districts in the state of Odisha. Despite innumerable programs to improve the social as well as economic circumstances of the weaver communities, there is still no momentous progress. They were more vulnerable due to poor structure of the

organization, managerial errors, funding constraint, decentralized looms, lack of commercialization etc.

Objectives of the research

The purpose of the research paper is to investigate and study the emerging entrepreneurial opportunities in Handloom sector with special reference to Odisha. The research is primarily qualitative in nature and the primary objectives are as follows.

- 1- To study socio-economic condition of weavers in different districts of Odisha.
- 2- Identify various impediments and challenges in entrepreneurial opportunities for the weavers.
- 3- To examine the weavers' socio-economic conditions and its effect on entrepreneur opportunities living in there.
- 4- To analyses entrepreneurship development and future growth opportunities of weavers in the state of Odisha.

Research Methodology

Current research is mostly directed from two unlike zones of the district Bargarh and Sambalpur (western part) of the state Odisha. The study was led in the village of Renagli,

Table1: Details about research method

Research approach	Descriptive
Study technique	Qualitative and Quantitative
Sampling method	Purposive
Types of data	Primary and secondary
Sampling frame	State- Odisha
	District- Bargarh
	Villages- Kenagaon and Renagli
	District- Sambalpur
	Villages- Attabira, Sohela and Bijapur
Sample size	150
Data collection method	Survey interview
Research tool	Questionnaire
Analytical software used	IBM SPSS, Microsoft Excel, Power BI

Demographic profile of the respondents

The study included 5 sampling areas of 150 families where most of the residing weavers were falling in the age group of 30-40 years. Age being an important social factor, in analyzing the entrepreneurial opportunities among weavers, collected in demographic profile. Weaving is such a type of profession where both genders can exercise. From this study it found that there were 74% of weavers who are married where rest 26% were unmarried. Literacy rate was very little

Kenagaon, Attabira, Sohela and Bijapur. The study has used both qualitative and quantitative investigation practices. The interviewers were analyzed and interpreted quantitatively. An appropriate sampling method has been used. This study focuses in collecting primary as well as secondary data. To know the general background of all scenarios data has been used. For primary figures

data was composed from every possible household whose prime interest was flexible towards the relation to occupation, over-all data about the community, social conditions, social groups, educational qualification, family types, existing conditions, various source of income and loans different sources and size of the land possessed. Economic situations include the job profile circulation, the number of own handlooms and the verity of looms manufacturing, debt increase, asset evidence and etc. Purposive sample has been used to gather information from 150 families (respondents) with the help of the census report of India, 2013.

at 42% where 52% had education below elementary school, 37% appeared in both middle and secondary school and the rest 11% attended middle secondary school. 47% of weavers live in nuclear family (<5) and rest 53% lives in a common combined family (>5). Family that defines the spending pattern depends on the number of offspring and their age group. Other important factors include the funding grade of weaver incomes and expenditure forms of the family in terms of quantity of working days. 44% of weavers were

working for more than 26 days in a month, 28% weavers prefer working less than 25 days and the rest 28% works on a daily basis no matter what. 69% of weavers had lent

money from master weavers or money lenders; which shows the inefficiency in earning.

Table 2: Demographic Profile of weavers

Sl. No	Criteria	Category	In no.	%
1	Gender	Male	77	51
		Female	73	49
2	Age category	More than 20 and less than 30 years	38	25
		More than 30 and less than 40 years	60	40
		More than 40 and less than 50 years	41	27
		More than 50 years	11	8
3	Educational Background	Till 7 th standard	28	19
		Till 10 th standard	50	33
		Till 12 th standard	24	16
		Till graduation	32	21
		Post-graduation	16	11
4	Marital status	Married	111	74
		Unmarried	39	26
5	Social Identity	SC	22	15
		ST	23	16
		OBC	35	23
		General	64	42
		Minority	6	4
6	Religion	Hindu	94	63
		Muslim	28	19
		Christian	23	15
		Other	5	3
7	Category of Holder	BPL	84	56
		APL	66	44
8	Working Experience	More than one year	20	14
		More than 2 and less than 4 years	35	23
		More than 5 and less than 7 years	45	30
		More than 8 and less than 10 years	27	18
		More than 10 years	23	15
9	Years being Lived	More than a year	19	13
		2-4 year	33	22
		5-7 year	46	31
		8-10 year	32	21
		More than 10 year	20	13
10	Type of family	Nuclear (<5)	70	47
		Joint (>5)	80	53

From the above profiling of respondents, the researcher found that age is the major social factor in the study-based

population profile. The aging population improves the percentage of

dependence. Among the sample weavers 25% of weavers are under 30 years of age, 40% weavers are between 30-40 year of age group, 27% of weavers are under 40-50 year of age group and about 8% weavers are over 50 year age group. Gender also has a major role to play. The fabric is a kind of job that both genders can do. As far as civil status is concerned, the unmarried demands and obligations have fewer needs compared to married knitters. 74% of weavers are married and 26% are single weavers, according to the research. There is also a significant role for social grouping. The community was fully dominated by the weavers of planned and general castes. The Hindu religion in the study region of the district Bargarh and Sambalpur. Family type and family size are also significant problems for knowing the family's social condition. It was discovered that about 47% the nuclear (>5) family is the highest followed by 53% of joint family type (<5).

Socio-economic profile of the respondents-

The researcher found that the financial circumstances of hand weaving in the western part of Odisha district of Bargarh and Sambalpur needs to be addressed. Weaving is the fundamental approach and majority of the families of these sectors own a personal traditional loom. 59% of the weavers have their own loom where still there are 41% weavers have not yet having their loom. The current research focuses on the fields of family members and their occupations more over. Also, the availability of looms, and amount of working days in a month, irrespective of whether they are working as autonomous weavers (26%), working under master weavers (45%), controlling the job of the co-operative society (19%) and also there are 15% weavers working with other specifications. The income defines the living standards and funding situation. Through the research, the researchers found out that 63% weaver's depend on weaving as their primary occupation while the rest 37% weavers treat this occupation as secondary. It implies that; in these cities weaving is the most important livelihood. The traditional weaving machine (manga) is still the mostly used mechanism by almost 83% of weavers. It

shows that the modernization and the technology have not been introduced yet. Maximum weavers produce saree (45%), dhoti (18.5%), lungi (17.5%), dress (13%) and other productions (7%). Saree is mainly the produced material by the weavers. The majority (44%) of weaver have been working for more than 26 days in a month with the support of their family members. While 285 weavers work daily and 28% weavers prefer working less than 25 days in a month. The researcher found that debt is a main problem as there are 69% weavers who seeks financial assistance from local lenders or master weavers; who usually charge much. Debt is the main problem for these weavers for future growth.

Profiling of Entrepreneurship Opportunities (EO) of the respondents-

The researcher described this part of the profiling as future scope identification through identifying entrepreneur opportunities, possibilities and developments. The current profiling assessment produced significant variables such as preference for chances and development in entrepreneurship; how they respond to change or changes in future. Consciousness and brain storming have a significant role to play to get promoted to the uneducated and lower-middle class audiences. As majority of the weavers belong to this specific category. It is identified that more than 83 percent prefers future growth and entrepreneurship in the sector. It is also identified that almost 80 percent weavers are trying to be a part of future growth. For this, such Weavers are trying to come out of the small towns and villages. They are specially eyeing on the growth through the urban and semi-urban areas for better awareness and better brainstorming. Additionally, the researcher found that there are 57% weavers are still unaware about entrepreneurship opportunities in handloom sector.

Data Analysis and Findings

H1: There is a significant relation between gender and willingness for future entrepreneur opportunities.

Table 3: Descriptive Analysis of Gender and Entrepreneurship Opportunity (EO)

		Willingness for future EO			Total
		Yes	May be	No	
Gender	Male	37	6	30	73
	Female	25	3	49	77
Total		62	9	79	150

The table shows about the relation of gender and willingness for future entrepreneur opportunities. As table shows that male 37 and female 25 are flexible and interested towards future entrepreneur opportunities. It implies that males are more willing for future entrepreneur opportunities than females. Thus, we can draw inference that the hypothesis is accepted.

H2: There is a significant association between age and flexibility to travel outside town for future entrepreneur opportunity.

Table 4: Descriptive Analysis of Age and Flexibility to travel

		Flexibility to travel outside town			Total
		Yes	May be	No	
Age groups	20-30 year	25	9	4	38
	30-40 year	29	13	18	60
	40-50 year	24	12	5	41
	Above 50	2	6	3	11
Total		80	40	30	150

The table shows about the relation between the age category and flexibility to travel outside town for future entrepreneur opportunities. As table shows that in the age group of 20-30 there are 25 respondents, in the age group of 30-40 there are 29 respondents, in the age group of 40-50 there are 24 respondents and only 2 respondents are there in the age category of above 50 who are flexible to travel even outside

of the town to explore future entrepreneur opportunities and growth. It implies that the age group of 30-40 is comparatively more willing to and flexible to travel outside of the town for future opportunities. Thus, we can draw inference that the hypothesis is accepted.

H3: There is a significant association between category of holders and the people who are aware about the entrepreneur opportunities.

Table 5: Descriptive Analysis of Category and EO

		Aware about EO		Total
		Yes	No	
Category of holder	APL	54	30	84
	BPL	31	35	66
Total		85	65	150

The table shows about the relation between the category of holders and the people who are aware about the entrepreneur opportunities. As table shows that there are 54 respondents in APL category and 31 in BPL category who are aware about the entrepreneur opportunities. It implies that APL

category people are more aware about the entrepreneur opportunities than the BPL category of weavers. Thus, we can draw inference that the hypothesis is accepted.

H4: There is a significant impact between family type and flexibility to offspring to migrate outside the town for entrepreneur opportunity.

Table 6: Descriptive Analysis of Type Category and Flexibility to Offspring

		Flexibility to offspring to migrate outside for growth			Total
		Yes	May be	No	
Type of family	Nuclear (below 4 members)	38	15	9	62
	Joint (above 5 members)	48	23	17	88
Total		86	38	26	150

The table shows about the relation between the size of family and flexibility to offspring to migrate outside the town for future entrepreneurship opportunities. As table shows that there are 38 respondents in the type of nuclear family type where 48 respondents are there in joint family type. It implies that joint family type weavers are more flexible to allow their student in future business and also flexible enough to allow them to travel outside for future entrepreneurship purposes. Thus, we can draw inference that the hypothesis is accepted.

Policy implications

From the analyzed facts, it has been clarified that the organizations within the handloom sector in India requires marketing communication and awareness related support from the government. It is also an important responsibility of the government to provide adequate support to the female employees to develop their individual skill and competency level. Most importantly, The Government of India should organize some important training sessions to boost the influence, motivation, skill, and confidence level of the employees. The government also needs to evaluate the problematic factors, which are responsible for decline. However, the possible investigated factors are as follows.

First of all, the weavers in the industry do not get the opportunity to work in an appropriate work space and work environment. Secondly, the weavers also face huge challenges to perform their works during the monsoons and rainy seasons. Thirdly, several weavers in the remote village areas face it difficulty to work at night due to electricity problems. Fourthly, the weavers are not getting sufficient monetary and technological support. These are somehow affecting the output of the industry. Lack of sanitary facilities in several villages also can be considered as the major problems for the female weavers in this industry. Fifthly, the employees do not get pension related benefits. Weaver masters generally control the roles and responsibilities of the general weavers. Lack of strong government control also can be considered as a major challenge. These things should be overcome through the creation of effective policies. In addition, this is also important to receive proper employment opportunities from the government to boost the growth of this sector.

The research provides the details minutely to gain access to strength and issues in this sector. Employment development is needed considering the particular challenges of expanding broader markets to enhance the efficiency of participants. Invention schemes such as design enhancement, technological enhancement, income. Weavers' level needs to be increased. To change and deal with the changing situation, several policies need to be implemented

Findings

The researcher has analyzed that the industry is lacking of sufficient financial resources. In addition, insufficient government support is also affecting the growth of the industry. The recent rise of the e-commerce sector is also becoming a serious concern for the handloom sector of India. The small scale companies within the Indian handloom sector are also facing challenges like poor employee retention. This is crystal clear that the management needs to get a strong support like advanced technological resources, modern machineries, and effective promotional activities to improve the awareness level and growth. More in-depth findings can be listed below.

First of all, the prestigious tradition of this particular industry has lost. Secondly, the people of the weaving regions also want to make their career in this sector. However, the government is not proving effective support for the sustainability and survival of this particular industry. Lack of awareness and technological support is also considered as one of the major challenges for this industry. It can be founded that the capitalistic support is also required to save this industry from further decline. Lack of business opportunities, employment generation, and poor working conditions for the employees are also considered as the major challenges for this sector. This is considered as the major drawback of this handloom sector of India.

Conclusion

This research work has explained that the Indian handloom industry has a great potentiality to grow further in the near future despite the current decline and losses. The skills, level

of innovation, and creativity of the weavers in this industry are unparalleled. Different associated challenges are affecting the growth of the industry. This is acceptable that the industry is lacking of sufficient financial resources. In addition, insufficient government support is also affecting the growth of the industry. The recent rise of the e-commerce sector is also becoming a serious concern for the handloom sector of India. The small scale companies within the Indian handloom

sector are also facing challenges like poor employee retention. This is crystal clear that the management needs to get a strong support like advanced technological resources, modern machineries, and effective promotional activities to improve the awareness level and growth.

The current analysis concludes that looms in the Bargarh and Sambalpur conventionally weave as the people think that these are their fundamental ways to earn money and be employed. However, majority of the weavers of these areas are suffering from different types poor socio- economic challenges due to their poor socio-economic situation. Majority of the weavers in these regions work on the basis of the contractual agreements. These contractual weavers have to work for more than 8 hours. On the other hand, they are also paid less way below to the national average wage. This is acceptable that the recent growth and higher demand of e-commerce sectors in creating employment crisis in this particular sector. In addition, this is also identified that the majority of the weavers do not have sufficient financial resources as well as man power to improve the quality and quantity of weaving. In addition, lack of marketing promotion and poor awareness are resulting in the decline of the industry. Following recommendation plans can help in overcoming the associated challenges slowly and gradually.

Recommendations

The researcher recommended all possible efforts to be made to bridge the gap between need and source of problem to address issues among traditional handloom weavers.

First of all, the Central Government of India and the State Government of Odisha should try to follow the rules of a federal structure and offer effective support to the expert weavers and their co-workers to boost the growth of this sector.

Secondly, this industry should be promoted at the urban, semi-urban, state, national, and international level. Again the state government as well as central government should follow a collaborative approach to improve the longevity and sustainability of the entire sector.

Third of all, the government should construct friendly, hygienic, and resourceful working condition for the employees. This can help in empowering all the weavers. Some industrial policies, wage related policies, and reward distribution policies for the weavers also need to be established by the government.

Last but not the least; a favorable working condition for all the employees should be created. Moreover, advanced technological support also needs to be provided to improve the efficiency and limit the stress level for the employees.

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