

PROBLEMS OF HANDLOOM WEAVERS IN ANDHRA PRADESH: A SPECIAL REFERENCE TO RAYALASEEMA REGION

***Dr.P.Chengalrayulu**

*Assistant Professor, Department of Commerce,
Sri Venkateswara College (University of Delhi),
New Delhi-110021,*

**** Dr.A.Nagaraju**

*Lecturer-in-Commerce, Department of Commerce,
Government College for Men, Kadapa,
Andhra Pradesh,*

***** Dr.D.Bhaskar**

*Assistant Professor, Department of Commerce,
Government Degree & PG College, Nagari,
Andhra Pradesh,*

ABSTRACT

The handloom sector is one of the largest unorganized economic activities and it constitutes an integral part of the rural and semi-rural livelihood. The handloom industry weavers are faced many problems in day-to-day transaction. This study has been made an attempt to identify the problems faced by the handloom weavers in Rayalaseema region, A.P and to give the suitable suggestions to improve the handloom industry. The study has been carried out in three districts viz., Chittoor, Annamayya and Tirupati in Rayalaseema region of Andhra Pradesh. The study has been adopted a stratified sampling design for collection of data. The total sample comprises of 360 of the weaver's households. It is found that majority of the 342 sample respondent handloom weavers (95.00 per cent) were facing the financial problems and 18 sample respondent handloom weavers (5.00 per cent) were not facing financial problems in Rayalaseema region. It is suggested that the Government of India has been introduced several welfare schemes to handloom weavers but, the benefits are not reached to appropriate person various steps to be taken for attractive benefits. It is concluded that the handloom weavers of Rayalaseema region in Andhra Pradesh various problems are faced in respect of production, finance, health and labour problems. The handloom weavers cannot sell their products directly to the consumers. Today's no modern marketing techniques especially e- marketing, are not adopted by them.

Keywords: Handloom sector, Financial Problems, Production Problems, Health Problems, Labour Problems
