

CHAPTER – II

REVIEW OF RELATED LITERATURE

The Survey of literature plays an important role in establishing the backdrop for any research work in social sciences. It is felt that justification of the present study can be clarified by reviewing the available literature on the subject. Therefore, an attempt has been made to review the available literature on the subject to find out gaps in research before finally selecting the present topic for study. Indian universities have done several studies on the problems of the handloom industry. This section presents a review of literature problems relating to the handloom industry.

Sastry (1984) estimates alternative measures of capacity utilization for weaving and spinning separately and makes comparisons. The study demonstrated that the most important factor influencing capacity utilization has been the inadequate availability of raw cotton and yarn. The demand factor although impart a much less dominant influence on capacity utilization.

Agrawal (1987) reveal that to achieve balanced regional development, development of small scale industries and development of rural industrialization is necessary.

Sharma (1990) deals with the study of change in industrialization and regional development. He highlights the three process of industrialization viz. the shy and urban based entrepreneurship, competitive relationship between the small and the large sectors and the technological gaps in the industries.

Rahariya (1992) on his study discuss that economic growth accompanies many structural changes 'and industrialization makes their occurrence faster.

Dagar (1993) in his study explained that human resource is the key to the survival growth and effectiveness of an organisation. If the small industry has to

survive and grow, proper attention has to be given to the systematic and scientific managements and solution of personnel problems. Unfortunately, the small industry has not been paying much attention to this aspect. As a result haphazard selection and inadequate training of employees have been common while absenteeism and labour turnover have been inordinately high. He studied the major aspect of personnel problems of small - scale industry such as recruitment, selection, training, wages, welfare measures, labour turnover etc.

Juneja (2001) in his study stressed that the success of the entrepreneur and the manager will depend on this business. The policy of liberalization initiated has hardly its impact on the small and medium sector as well. This has not only posed a challenge but also offered new opportunities to Small and Medium Enterprises (SMEs). What the small and medium Sector can really achieve would depend upon its ability to take advantage of its interest strength of quick response innovation and flexibility. In India the Small and Medium Sector has been growing phenomenally during the last 40 years. It has created largest number of opportunities for employment, highest next only to agriculture, contributing nearly 50% of the value addition to the manufacturing.

Ananthanarayanan (2008), traces the history and development of sericulture to the present times, when it has become an important industry for countries like India and China, and offers a great perspective on the industry's evolution. It also describes the sericulture process in some detail, and looks at the present state of the industry. Besides providing various statistical figures, it contains many industrial facts crucial to the knowledge of the sericulture farmer. It looks at the market forces of demand and supply of silk, cost of production and selling prices, the transition of the industry from a cottage industry to a large scale one etc.

Bhavani (2006) express about technology and competitiveness of the Indian small-scale industries. The phenomena of globalization, liberalization and rapid technological developments are changing business environments in the recent decades. Globalization and liberalization process is exposing small

enterprises to market competition at a greater extent and also identifying the competition, whereas technological developments are providing opportunities for these enterprises to improve competitive strength so as to deal with the open market competition.

Tarun T.N.S (1986) has revealed that rural India needs rural arts, crafts and industries for its balanced economic development besides agriculture and animal-husbandry. With the development of agriculture and animal husbandry villages warrant crafts and small scale industries for its proper economic growth. To utilize its large resources there is necessity to open secondary source of production in the shape of crafts and small scale industries in the rural sector. The importance of small scale industries in Indian economy can be judged from its large contribution to national wealth. Keeping in view all these things in mind, the economy requires to accord a great priority to small scale cottage and village industries which are generally taken up by the commoners. These industries are labour intensive and their direct and indirect benefits go in favour of the commoners.

Sadhak H. (1986) deals with the fact that regional disparities in development is a serious problem in developed as well as in developing countries. The gap in development between advanced and backward regions has created a major economic concern in all the countries especially in developing countries like India. Removal of regional disparities through industrial development in backward regions has become the cardinal objective of Indian economic planning. In order to attain balanced development through industrial development in backward regions a number of measures including industrialization has been introduced in India.

Jamuar (1992) presents a fresh look at the problems and policies adopted by the Government of India to accelerate the development of Indian Economy through the development of small-scale and cottage industries.

Mali (1993) explains that development of SSI sector (including handloom industries) has been taken as a strategy for rapid industrialization of relatively industrially backward region with inadequate infrastructural facilities for creation of additional employment opportunities and also for creation of wide entrepreneurial base.

However, Nandita Agarwal (1993) in her study of the comparative picture of the status of women in different states of India and its impact on population has stated that the status of woman improves if they are employed in the non-agricultural sector specially in the urban areas as compared to the agricultural sector.

Aruga (1994) involve many different aspect in the development of sericulture industry as it supplied the raw material for handloom industry. One of there is bring down the cost of production. Another is to have a suitable sericulture operation. In addition, it is essential to have the maximum efficiency in obtaining the best quality raw silk. For this purpose, silkworm rearing and mounting as well as silk manufacturing technology should be greatly improved. The improvement of silk fibers is also extremely important.

Dash (1995), the issue of fragmentation and existing stratification in the handloom sector of India is a direct consequence of caste orientation in the handloom production. It determines the limits of skill of a weaver which in turn determines the yarn count handled and product manufactured by a caste group. Tradition and culture influence the activities of caste groups at all stages of production. A stratified production structure dominated by tradition is necessarily sustained by a stratified market structure for cloth. In such a scenario, the impact of development and competition from the mill sector will be highly differentiated. Possibly, that ensures the survival of a sizeable handloom sector over time. The present study, micro one, is a humble effort in this direction.

Goswami (2005) studied that in any agricultural economy, progress in the agricultural sector must be simultaneous with industrial growth if an overall

economic development is to be expected. This can be best achieved if industrialization in a particular region is based on the full utilization of the industrial skills of the indigenous population rather than the superimposition of an imported technology unfamiliar to them. He provides a historical background of the indigenous crafts and industries of the region and discusses the prospects of sericulture, handloom cane, and bamboo, horticulture, floriculture, masks industries in national and international market. It not only analyses the causes of stagnation but also suggest probable remedies.

Vidyasagar (1998) explains that handloom materials are of interest to everyone, for they play a most important part in civilized life as we know it today.

The study conducted by Narasaiah (1999) has a major role to play in economic development in the developing countries like India. The most pressing need of many developing countries of the world today is rapid industrialization for achieving basic objectives of their economic and social progress and for raising the living standards of the people. The process of industrialization involves those basic chances which raise productivity of factors which would result in high average income. He says industrialization also helps in increasing prosperity of a country and provides employment for skilled, semi-skilled, unskilled labour. Development of Small scale Industries is a happy blend of automation and primitive ways of production.

Murthy (2006) observed that Small-scale Industries play a key role in the industrialization of a developing country like India. They are the maximum job providers and technical innovators. It is one of the most cost effective ways of creating employment spreading industry. They use more labour per unit of capital than large firms. The development, of modern small scale industries like handloom has been one of the most significant features of industrial development .

Sing, Bhat and Khan, 2009, made a study that for the development of handloom industry, simultaneous development is needed for sericulture industry. As compared to many tougher farm enterprises sericulture is not only cost

effective and remunerative, but also a powerful tool for rural employment reconstruction, livelihood support and poverty alleviation. It is primarily practiced by small and marginal advice in these programmes and they are soft making the desired headway.

Agarawal (2011), explain that small industries of various types together occupy an important place in the country's Economy. They face many serious problems, most of which are associated with the smallness of their operations. The measures to promote them are, in general of a different variety from those needed for the development of large industries.

In the Indian context, M.S. Gore (1968) in his study found that the women usually participating in gainful activities enjoyed considerable amount of freedom as compared to the non-working women. T.N. Madan (1976) in his study also found a positive relationship between the employment of women and their status. However, he opined that, instead of income, dignity of a women's work and its economic value in relation to her husband's work is much more crucial to determine the woman's status at home. According to him, employment of women led them to increased equality with the male members of the family, specially with the husband's (if married) and women tend to live free and fuller lives as daughters, wives and mothers.

Moreover, an increased participation in the household activities by men may also be a positive sign towards enhancing the status of women (Madras School of Social work, 1956, Hate 1969, Aileen Rose 1973) Rama Mehta in her study of the Oswal community of Udaipur found that with the active support of the community, women by their growing participation in the work force had been able to move away from a life dominated by age old rituals and tradition (1976)

Nevertheless, the studies conducted by Promila Kapoor (1970, 1974) may be regarded as a trailblazer in the Indian context. She found that gainful employment of women has been one of the significant weapons to break the traditional hurdles imposed on the Indian women. She established that gainful

employment outside the home make women more competent to share in different familial decisions, by which their status is improved.

U. Lalitha Devi (1982) in her study has also found that the employment of women outside the family increases her status within the family, in office as well as in the wider society. Status of the employed women within the family was measured by her role in decision making in the family, extent of freedom in spending the family income, extent of maintaining her health in spite of discharging all the household's responsibilities and the extent of observation of traditional customs and behavior. On the other hand the status of employed women in the society was measured on the basis of their participation in cultural organization, movement outside home etc. She found that the women employed in the white collar job have a higher status in society than their unemployed counterparts.

Khan Yasmin (2001), in his study states that in India, cultural reorientation in all spheres of the society has been one of the most significant developments of the twentieth centuries. The legacy of that cultural transformation and resurgence is still with the nation. He argued that socio-cultural legacy of colonial rule in India is at least as important as its legacy in political, economic or institutional terms.

Sarma Nabin (2015, in his study Lokoshanskriti made an attempt to highlight the meaningful significance of folklore so that one can easily find out about the folk culture of the nation without having an English version.

Sarma Nabin (2013) in his book wrote that the folkloristic history of Assam is a long history in which the various events of construction and destruction of various nations and sub-nations have been emphasized.

Neog Hariprasad and Gogoi Leela (2013) in their study (Assamiya Lokoshanskriti) expressed that culture is the way of life. The national wealth of a developing nation is its culture, language, sculptures, folk belief, religion, rituals

and mental development. Because of its mental development, man can improve the stands of living. Then the birth of culture takes place.

Pator Padma (2013) in the journal entitled *Janajati Samaj Sanskriti* of Assam tribes endeavours to present an authentic write up on vibrant life and culture of the ethnic groups of Assam covering origin of the tribes, historical retrospect, both cultural and religious beliefs and practices, festivals, languages and dialects, myths and words typical tribal administrative pattern at all. The history part of the book amply narrates the hitherto lesser known, rather unknown, glorious tradition of the ethnic groups in respect of their invasion and expansion of the territories, their indomitable courage and valour.

Patiri Pranjal and Saikia Bedabrat (2015) in their study, emphasizes that the Assamese societies are traditionally multicultural. Previously, the North Eastern states contributed to its composite culture. But with the shifting trends of time, different communities tried for their separate identity and accordingly the states gradually turn to identify themselves to various differences. In the process of identifying the cultural, linguistic and racial differences, political identity to those people has become inevitable. It nevertheless, resulted in breaking down of oioriginal identity of Assam including all the North Eastern states. The role of civil societies has been very significant in maintaining social integration in different parts of the world.

Saikia Nagen (2011), in his study developed that the social and Intellectual background of the Modern Assamese literature that grew and developed through the whole period of the 19th century. It is an attempt to study all aspects, both historically and critically to have a clear picture of the background that was responsible for the growth and development of the modern Assamese language and literature.

An Assam based study conducted by P.D. Saikia (1986) covering three villages situated in three different locations in the erstwhile district of Sibsagar found that women who could earn, were considered important persons to the

family and they enjoyed better social status. However, a woman who did household activities even up-to 14 hours a day was generally not considered equally important. Study conducted by C. Raghunadhi (1986) in Andhra Pradesh covering four districts also expressed that there was a positive relationship between gainful employment of women and their degree of socioeconomic status i.e. higher the prestige of their job, higher was their degree of socio-economic status and vice versa. Studies conducted by Baud (1992) and Bhatta (1980) in India revealed that having an independent source of income itself enhanced the status of woman workers and their role in decision making in the family.

However, Nandita Agarwal (1993) in her study of the comparative picture of the status of women in different states of India and its impact on population has stated that the status of woman improves if they are employed in the non-agricultural sector specially in the urban areas as compared to the agricultural sector.

Goswami Mukul Chandra (2012) in his book , '*Lokoshanskriti Aru Bihu*' emphasizes the Assamese folk culture 'Bihu' as an important festival which help the Assamese people to maintain its culture and tradition.

Deka Umesh (2017) in his study '*A Cultural Mosaic of the Tribes of Assam*' offers an introduction to the various festivals, songs and rituals observed by the tribal people of Assam. The cultural idiosyncrasies of each tribe have been beautifully manifested through their songs and dances in this volume.

Savita Thakur Joshi (1999) in her study regarded the relationship between the status of employed women and development stressed on certain factors such as - demographic and health indicators, educational indicators, economic indicators and social indicators. She had found that economic development of a region did not help in upgrading the status of women. According to her, the status of women could be elevated only when they were made free from economic, social and psychological dependency. However, the employment of women had brought mixed reaction regarding it's impact in enhancing the status of women as well.

Leslie & Anderson (1988), studied 82 couples (in which the wife was employed or not employed outside the home) to observe its impact on quality of life and marital adjustment. But, result suggested that women were primarily responsible for housework and childcare regardless of employment status. Nevertheless husbands of employed women had higher rates of involvement with housework and childcare than husbands of unemployed women.

From the above review of empirical research it can be summarized that the relationship as between the employment of women and their status is neither direct nor can be easily assessed. Yet, it can be believed that employment of women may bring an enhancement in their status, which however depends upon certain other factors.

Dash (1995) analysed the socio-economic conditions of weavers of Orissa. The survey was undertaken with a view to study the organization of the industry in Orissa, one of the biggest centres of handloom weaving in Indian, in a comprehensive and detailed manner and to study the sociological aspects of the communities engaged in the industry.

Nafziger (1978) studied fifty four manufacturing enterprises in Vishakhapatnam and concluded that a high number of successful entrepreneurs belonged to families of the Brahmans and families with a high economic status. Gaikwad and Tripathi (1970) studied entrepreneurs in Andhra Pradesh and found that all the entrepreneurs had drive, initiative and were hardworking. Sharma (1975) conducted a survey on 245 entrepreneurs from Punjab and Uttar Pradesh and concluded that government policies play a crucial role to sustain the interest of entrepreneurs in the continuous expansion of business. Hundal (1977) studied the entrepreneurial motivation on 434 entrepreneurs from various towns of Punjab and observed that the entrepreneurs were motivated by concern about self, social repute, remote, rewards and conscience.

Schumpeter (1934) described the entrepreneurs as an innovator who carried out new combinations. These new combinations could take the form of introduction of a new product, a new method of production exploring a new market conquest of a new source of supply of materials and carrying out of a new organization of industry.

In Assam also Choudhuri (1982) in his study observed that muga culture is unique and confined particularly to the Brahmaputra valley. Muga silk is golden yellow in colour which makes it very attractive. No other silk has this colour in the natural state. The silk industry is appropriately described as an industry of the poor and the silk 'the queen of fabrics'. Muga culture is an important cottage industry of the valley engaging of families which earn their livelihood from it either directly or indirectly. All the members of family irrespective of age and sex can engage themselves in muga-culture; it is a viable economic activity, if improved technology is employed.

Dr. Das (1986) has elaborately discussed the importance of the handloom sector in the economy of the state; the organizational aspects of the co-operatives in the handloom sector, production and marketing process of handloom wares; and financing of the handloom sector. Das observed the scope for weaving the entire handloom sector of Assam into a well-knit cooperative fabric is indeed very bright. What is needed is a bit of imagination on the part of the craftsman and an attitude of patronage on the part of the relevant administrative agencies.

Mali (1989) in his study analysed that Assam with a rich resource potential, particularly, minerals, forest and power resources can accelerate the process of industrialization and economic development of the state.

Suman and Prahlad (1989) on their study explains that the economic backwardness of the state is mainly due to the neglect of the industrial sector of the economy.

Goswami (2003) in his study argues that all Assamese woman knows how to weave and every care has been taken to teach them weaving. It is reported that

there were 4.8 lakh handlooms in Assam out of a total all India figure of 30 lakh in 1991. Until the beginning of the present century the whole of the cloth requirement of every Assamese family were secured from the family handloom. But with increasing competition from cheaper mill made cloth, the family handlooms now supply only a few special varieties of cloths for women and for social and religious purposes.

Vision North-East (2005) highlighted that endowed with rich natural resources Assam has tremendous scope for industrial development. The state Government has been making sincere efforts to create a congenial industrial environment. Small Scale Industries will definitely help in Industrialization as well as create employment opportunity in the state.

Sharma (2006) on his research work analysed that Assam occupied a unique position in the handloom industry in terms of the number of producing units, looms weavers and production. The handloom industry in Assam has also the unique character that it is dominated by women folk. Assam and Manipur were the only two states in the country where about 90% of the handloom weavers are female. He also explained that with the development of handloom industry majority of women would find their job and had got an opportunity to earn extra income and also the required clothes needed for household use.

Dhar (2007) analysed that handloom, Sericulture and weaving play an important role in the rural economy of Assam. The state is particularly famous for her variety of handloom products such as eri, muga and pat silk fabrics. The use of modern technology in the textile industry of Assam is far from being satisfactory. He conclude, in order to revitalize the handloom sector various schemes have been introduced which includes providing avenues for the production of quality fabrics; modernization of looms, motivation of weavers for taking up the industry on commercial lines, extension of training facilities to artisans etc.

A study on the states of small scale industries of the North Eastern States of India" prepared by Indian Institute of Entrepreneurship (2007) deals with the

role of small scale sector in the economy of Assam. The small scale sector has been playing the role of primary growth contributor in India, in terms of critical economic parameters as number of units production and employment and over the years its role in economic growth has become more pronounced. The importance of the sector for a populous country as India is vital as the sector is labour intensive. Therefore, it seen as an important source of generating employment opportunity both for skilled and unskilled labour force in the country.

Rao (1986) ascertained and valued the impact of industrial estates on the emergence of entrepreneurship in coastal Andhra. He concluded that though the impact of Industrial estates on the emergence of entrepreneurship in coastal Andhra was marginal, a new sense of awareness about the virtues of self employment through industrial entrepreneurship is emerging among agricultural communities. However he observed that artisans and factory workers needed to be awakened and brought into the fold of entrepreneurship.

Berna (1960) studied fifty manufacturing enterprises in Tamil Nadu and observed that caste and tradition do not play an important role in the emergence of entrepreneurship.

Drucker (1985) opined that innovation is a tool of entrepreneurship, which endows resources with a new capacity to create wealth and discussed seven sources of opportunities namely, the unexpected, the incongruity, innovation based on process need changes in industry structure or market structure, demographics changes, changes in perception, mood and new knowledge.

Dana (1999) has addressed the efforts of Greece to promote long term development of artisans enterprises as a means to preserve their culture and tradition.

Jacka (1997) observed that much of the work that women undertake in activities such as weaving and handicraft production in china is subcontracted and they were not involved in the business side.

Baishya (2009), in his study explained the heritage of science and technology stored in its traditional wisdom. He explained that modern scientific agricultural system is non-sustainable and destructive. Against this the age old traditional agricultural system is eco-friendly and sustainable. In a globalised society all the imported technology is exploitative and inappropriate to the indigeneous traditional societies. Against this traditional science and technology are friendly inherently, socially and culturally appropriate.

Mazumder (2013) in her study made an attempt to give a systematic account of the textile tradition of Assam. In view of the emerging trend of transition in textile production, her book serves as a reminder that the indigeneous textiles of different ethnic groups in Assam are not merely a commodity, but a reflector of socio-cultural life of the people of this region.

Bahadur (2000) wrote that many distinctive fabrics and the technologies of the ethnic groups are being advance fastly in the realm of history. Though the dress remained as an emblem of the community in the present trend, the westernized clothes are considered more families than their own inherent ones. Weaving traditional textiles of numerous tribes of Manipur may be a great adverse misfortune. Through his book he tries to present an authentic documentation of the disappearing tribal textiles as a part of preserving cultural heritage.

Although many books and articles relevant to handloom weaving have been written, so far as a micro level study relating to “traditional handloom culture: products and practices has found to be negligible. Therefore, the study has been taken into consideration.