

SUSTAINABLE DEVELOPMENT OF HANDLOOM WEAVER IN AJMER DISTRICT

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Abstract

Handloom is a beautiful fabric and special because both fabrics cannot be identical. Of course, the output depends on the skill set of the weaver. But even if we weave two weavers with the same skills weaving the same fabric it will be different in one way or another. Each part is unique to itself.

Sustainable development periods are listed in every aspect of life. It allows its continued use in any action taken by people or organizations. Initially the term was mostly used as an environmental aspect, but today, all its dimensions are taken into account. It is time to integrate the sustainable development concept with the handloom sector – a sector in which sustainable development is very effective. Industry provides one of the above standards for sustainable development and modification of undesirable effects on the environment. We argue that this study reveals sustainable development strategies that can make a positive contribution to generating standard employment opportunities and the handloom industry will continue to flourish.

Keyword: Sustainable development, organization, handloom sector, modification, strategies.

Introduction

Handloom constitutes one of the most vibrant and richest aspect of the Indian cultural heritage. The handloom industry is basically household based and labour oriented industry, it employs all the family member in the production. The industry is based on skills, which drive from generation to generation. This industry has the advantage of being less capital intensive, minimal use of electricity, eco-friendly and openness to innovation. Sustainable development periods are listed in every aspect of life. It allows its continued use in any action taken by people or organizations. In the handloom sector – a sector in which sustainable development is very effective.

Handloom industry is labour intensive industry that's-why it's product become expensive. Being made by hand, handloom product are quite expensive. On one hand it is out of reach of middle and low income group and other hand product are rich enough to tap upper class.

Objective if the study

To explore the sustainable development for handloom industry inAjmer district.

Methodology

The study mainly aimed at understand the impact of environment on weaver, impact of weaving on family, socio-economic aspect of handloom weaver and sustainable development. The study

based on primary data. The sample size of responsible are 50 handloom weaver.

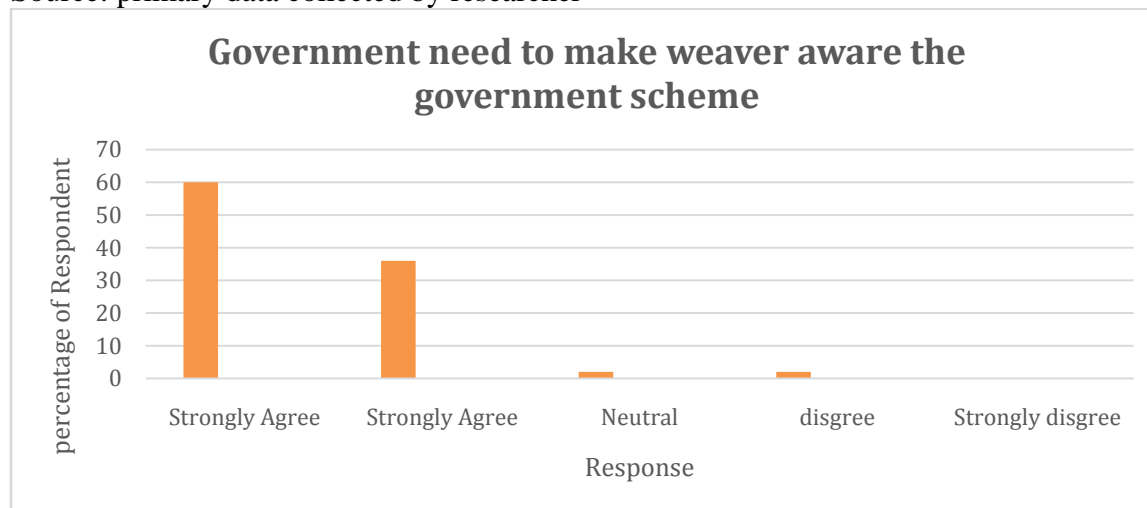
For the sustainability ofhandlooms Handloom is a venerable traditional industry affected

with multi-farious problems. The industry, thus, involves a multi-pronged approach to pervade life and sustain its development. Handloom industry is providing one of the most basic needs of the people and holds significance continuing constant growth for improving living standards of the weavers. Mahatma Gandhi's Swadeshi movement created a huge impact upon the livelihood of handloom weaver economy of that time.

Having studied the sustainable strategies for handloom industry, an attempt has been made in this section to offer a few suggestions for enlightening the difficulty of handloom weavers. Usually, the yarn spinners are primarily not located within or near the handloom clusters and they do not sell yarn directly to the weaver/master weaver/co-operatives. Numerous agents are involved in the process of delivering the yarn from mill to the weaver, which increases the price of the yarn and sometimes creates an artificial shortage of raw material, which increases the price of yarn. The growth of the raw material bank at a cluster level will not only ensure continuous supply of raw materials but also help reduce the price of raw materials.

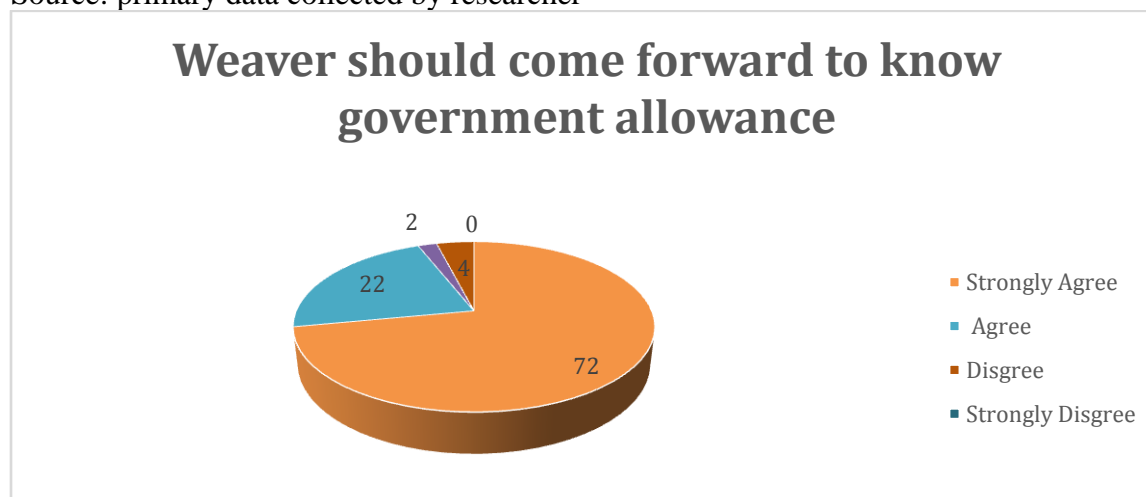
Factor	Government need to make weaver aware the government scheme	No. of respondent	Percentage
1	Strongly Agree	30	60
2	Agree	18	36
3	Neutral	1	2
4	Disagree	1	2
5	Strongly disagree	0	0

Source: primary data collected by researcher



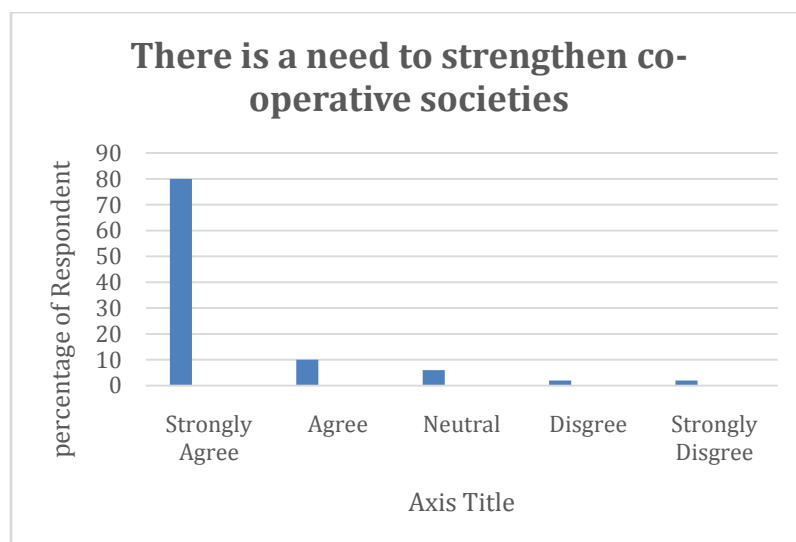
Factor	Weaver should come forward to know government allowance	No. of respondent	Percentage
1	Strongly Agree	36	72
2	Agree	11	22
3	Neutral	1	2
4	Disagree	2	4
5	Strongly disagree	0	0

Source: primary data collected by researcher



Factor	There is a need to strengthen co-operative societies	No. of respondent	Percentage
1	Strongly Agree	40	80
2	Agree	5	10
3	Neutral	3	6
4	Disagree	1	2
5	Strongly disagree	1	2

Source: primary data collected by researcher



Factor	There is a need to avoid brokers	No. of respondent	Percentage
1	Strongly Agree	35	70
2	Agree	10	20
3	Neutral	4	8
4	Disagree	1	2
5	Strongly disagree	0	0

Source: primary data collected by researcher

From analyzing the data we find that 80% of the respondents only strongly agreed that the need of Co-operative societies needs to be supported the practices strategy. 60% of the respondents only strongly agreed that the need to create attentiveness about the benefits offered by the government to handloom weavers strategy. 70% of the respondents only strongly agreed that the need to avoid too much of brokers strategy. 72% of the respondents only strongly agreed that the need of the government should come forward to help private weaver's strategy. A few of respondents only strongly disagreed that the no need to the sustainable development strategy. It indicates that necessity for working with modified the situation and adopting the new strategical development.

Due to this problem many consumers are reluctant to buy handloom products. Use age old dying facility is the reason behind such quality issue, which will help in increasing the demand of handloom products and its price as well. By coordinating the practices of cooperative society to improve the traditional weavers and member of the society it will lead to upgrade the way of improving in their quality of life.

Conclusion

From the present study, it has been concluded that the handloom industry generates significant benefits to the economy in terms of short and large economic impacts. It plays an important role in reducing poverty in the country, generating employment and increasing household

income and consumption mostly in the post pandemic situation. The handloom sector has a positive contribution to employment and economic growth. The government should come with confidence with financial, technical and policy support for the development of the handloom industry.

Suggestion

The government will need for create awareness. By reducing the number of brokers it will all the offers will reach the weavers directly and get in the right way. The government could also improve the support of handloom weavers working in the private sector. Raising the awareness about all the benefits offered by the government. It will be help to weavers are aware of all the benefits and it will continue to be involved in the handloom industry

5. Weavers can reduce the domination of the concept by seeking and retreat all the benefits offered by the government.

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