

CHAPTER - V.

PROSPECTS OF POWERLOOM INDUSTRY IN ICHALKARANJI..

5.1 Introduction.

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5.1

INTRODUCTION.

We have seen that at present the powerloom industry in Ichalkaranji is facing many complex problems requiring urgent solutions. In fact it is in a state of great uncertainty and is passing a phase of depression. In view of these problems, uncertainties and depression if we talk of prospects with the loom-holders they say that future is dark and expressed no hope about the future of industry. It is because of this reason that the present topic is taken for study with a view to explore the future potentialities and possibilities of growth and prosperity.

One should not be discouraged merely because there exist many problems. Because in a real sense problems leads to prospects. Existence of problems in a different sense means an indication of liveliness of industry.

Clothing now-a-days has become the first basic need of modern people. Because a man can live without food for one or two days but he can not stand or walk in the street without clothes or even sit in his own house. Moreover in these days people are becoming more and more dress oriented. To them dress is more important than food, because what one eats is not important but what one wears and how one looks is more important and the society respect those who are

well dressed and live in a tip-top position. In this sense we can say that textiles have the ever-increasing demand.

5.2 CONSIDERATION OF CERTAIN FACTORS.

In order to explore the prospects we must have to take into consideration the following factors and possibilities :

- A) Dress Requirements Of People.
- B) Export Possibilities.
- C) Scope For Diversification, Use Of Multi-Fibres And Product Mix-Considering.
 - i) Without Change In The Existing Looms.
 - ii) With Some Changes In The Existing Looms.
 - iii) Technological Up-Gradation.
- D) Consideration Of Other Weaving Machines.
- E) Continuous Research And Development Programme.
- F) Growth Of Weaver's Co-Operative Societies.

A) DRESS REQUIREMENTS OF PEOPLE :

It we take an example of a family what are its clothing needs ? A family needs different types of clothings. e.g. Sarees, Dhoties, Shirts, Pants, Under weavers, Towels, Lungies, Blouse Pieces, Baniyans, Ribbons, Skirts, Petti-Coats, Gowns, Handkerchiefs, Bed-Sheets, Table-Cloths, Curtains, etc. Of these some are cotton cloths while others

are Polyester, Silk and Wollen Cloths.

In rural India cotton cloths are in great demand particularly sarees and dhotis. Because farmers and farm workers do not weaver costly polyester shirts and pants. In Karnataka, Gujarat, Rajasthan, Madya Pradesh, Uttar Pradesh, Bihar, etc., Ichalkaranji dhotis, sarees, blouse-pieces are in good demand. In all cities and towns every individual need lungies, handkerchiefs, towels, banyions, bed-sheet, table-cloths, etc., apart from usual textiles. Particularly in South Karnataka, Kerala and Tamil Nadu lungies are used on wide scale. Skirts, blouse-pieces, petti-coats, shirtings and pantings are all in great demand. Many of these fabrics can conveniently be manufactured on powerlooms.

B) EXPORT POSSIBILITIES :

In foreign countries too our cotton textiles has a great demand. England, Australia, Egypt and Middle East Countries, Sri Lanka, East and West Africa and South East Asian Countries are our customers in textile goods.¹ Russia is also one of our textile customer. Foreigners need thick super-fine cloths made up of 80^{CS}x 100^{CS}, 100^{CS}x 120^{CS}, 120^{CS}x 120^{CS}, 120^{CS} x 140^{CS}, 140^{CS} x 140^{CS} of yarn with 60" width (Panna).

It is possible in Ichalkaranji to manufacture these export quality textiles on existing looms by effecting some minor changes to the looms. The change that require is to increase the width of

1. Dr.N.R.Aparanji "Elements of Indian Economics" Vijaya Book Depot, Gadag-1979, P- 211.

loom. In Ichalkaranji, there are 60" looms. The maximum of 58" width cloth can be manufactured on these looms. The only difference is of 2". The width of existing looms must have to be increased by 2" or 3". This increase can be effected. If this is done there will not be any difficulty in manufacturing export quality cloth.

Another requirement in this respect is the availability of super-fine yarn ranging from 80^{CS} to 100^{CS}. Local spinning mills are manufacturing the yarn ^{of} these counts. The same can be obtained by these local mills and if necessary it can also be obtained from outside mills. There will not be any problem in procurement of yarn.

For the purpose of planned manufacture of export quality cloth export houses need to be established. These export houses can be established by Government or even by co-operative societies. It is expected that Government will give many facilities and concessions to boost up our exports.

C) POSSIBILITIES OF DIVERSIFICATION USE OF MULTI-FIBRES AND PRODUCT MIX :

Any industry to survive and succeed must satisfy the consumer needs. In Ichalkaranji dhotis and cambrics are mainly produced. Dhotis are in great demand in all parts of the country. To cope-up the requirements of the people the production of dhotis can be continued for a longer period of time. Similarly cambrics are used for making printed saris, blouse pieces, etc. The same can also be continued in future also. However, weavers must try to increase the quality of these products so as to increase and maintain the demand for the same.

Weavers must have to take into consideration that consumers needs, tastes, habits and fashions are rapidly changing. Therefore, there is a necessity of diversification of production to cater to the changing requirements of consumers. Weavers should not merely rely upon dhoties and cambrics but also go for other fabrics viz. Lungies, Handkerchiefs, Under-weavers, Table-Cloths, Bed-Sheets, Shirtings and Pantings that are in great demand. In these days polyester cloth is gaining wide-scale demand. Use of shirts and pants has become a common feature of people.

The New Textile Policy 1985, has made open multi-fibre facility to powerloom sector. Hence weavers can advantageously take benefit of this multi-fibre facility. Polyester, Stipple filament yarn, Viscose, Cotton Blends, etc., can be used to weave varieties of cloth. Similarly, weavers must also resort to produce silk and wool fabrics.

Use of product mix will also help the weavers to a great extent. Instead of producing a single fabrics, fabrics of different kinds shall be produced whenever possible, practicable and feasible.

For all these purposes the following considerations are important.

i) Without Any Change In The Existing Looms :

It means that with the existing looms weavers can easily manufacture wool, silk and polyester textiles. For this purpose they

need not change their looms. Therefore there exist no difficulty to diversify the production to these fabrics. Some weavers in Ichalkaranji are already manufacturing polyester cloth on the same existing plain looms.

ii) With Some Changes In The Existing Looms :

We have seen that foreigners require superfine cotton cloth. Therefore to catch up the foreign market, looms need certain minor changes. First of all the width of looms must be increased by 2" or 3 inches. While making new purchase of looms specific information of this requirement should be given to loom manufactures. Secondly warp stopper and weft filler machines must be installed to the present looms. These machines together will cost Rs.6000/- at the maximum. If it is done it is possible that weavers can easily manufacture cloths acceptable to foreigners.

Similarly handkerchiefs and checks cloth can be produced by installing $\frac{4}{1}$ drop boxes to the existing looms.

If necessary warp stoppers and weft fillers can be used for manufacturing wool, silk and polyester fabrics so as to ensure the quality.

iii) Technological Up-Gradation :

Our textiles are less competitive as compared to the textiles manufactured by South-Koria, Tailand, Pakistan, etc., because of our low technology. If necessary we must give up the old looms and

up-grade our technology so that we can manufacture the textiles, that can compete with other countries and easily capture the international market because our labour cost and consequently the cost of production is low as compared to the cost of production of other countries. For this purpose specialised export zones must be created. The Simco-Made looms are suitable for this purpose.

No doubt all these changes require huge amount capital investment. For the financial requirement weavers can ~~weavers have~~ to approach the NABARD in which case ~~weavers~~ NABARD will finance to the extent of 75% of block capital requirement the balance of 25% must come from weavers. It is expected that NABARD will finance on easy terms and at cheaper rates.

D) CONSIDERATION OF OTHER WEAVING MACHINES :

Automatic looms and shuttleless looms viz. waterjet, airjet, etc., can not manufacture the superfine 100% cotton cloth due to their high speed leading to more breakages in cotton yarn. They are suitable only for polyester cloth or cotton cloth of 30^{CS} to 40^{CS} yarn. The powerlooms can only advantageously manufacture superfine 100% cotton fabrics.

Powerlooms will succeed for a longer period until a machinery is invented which is cheaper to powerlooms and capable of manufacturing superfine cotton cloth. When such machines are invented and are easily available in our country, weavers can replace the existing

looms and install these new machines.

E) RESEARCH AND DEVELOPMENT CENTRES :

Due to diversification of production and production of export quality fabrics, naturally, the need for research and development programme will be felt. For this purpose weavers will establish research and development centres or the Government may establish such centres to help the weavers to manufacture the fabrics according to the changing requirements of consumers. These research and development centres will be responsible for undertaking the research work for exploring the changing needs, tastes, habits and fashions of consumers in textiles consumption and for developing the new methods and techniques for manufacturing the textiles according to the consumer choice. For this purpose, one such research and development centre will be sufficient for Ichalkaranji Centre. When need arises many such centres will be established.

F) WEAVERS CO-OPERATIVE SOCIETIES :

In Ichalkaranji some weaver's co-operative societies have been established in last year with the main objectives of supplying sized beams and weft yarn to the member weavers and marketing the finished cloth on behalf of weavers. In due course of time, it is expected that such co-operative societies will found in large number. All weavers may find it profitable to form such societies. For the successful achievement of objectives these societies ^{will} remove the middle men and open their sales depots to sell their cloth directly to the consumers. If one society succeeds other societies will also come

into existence. Similarly wherever possible individual weavers may also enter the retail market and sell the cloth directly to the consumers.

For all these purposes the only difficulty is about finance. For this purpose the Government through NABARD or through any bank will adequately finance to the co-operative societies and also to the individual weavers willing to enter in the retail market. This is essential because at present 70% of small weavers depending upon master weavers are put to utter exploitation. The exploitation is tolerated merely because the small weavers have no other alternative and they are lacking finance. If required finance is provided to them, they may also enter the market-purchase the yarn, manufacture the cloth and sell the same in the open market. If this is done, it is possible that in due course of time these small weavers will become financially sound and a healthy atmosphere will prevail in the overall industry.

5.3

CONCLUSION.

In conclusion we may state that there are ample prospects to the powerloom industry in future. The only fact required is the weavers willingness and ability to accept the new challenges. The only difficulty is about finance. If the weavers are provided with adequate finance they can easily accept these challenges of future and will definitely turn the wheels of industry towards prosperity. Thus we may hope that the industrious weavers of Ichalkaranji may

shape all these future prospects into prosperity and prove it again that Ichalkaranji is really the "Manchester Of Maharashtra" where we may find about 1,00,000 or even more number of looms by 2000 or 2008 A.D. and that Ichalkaranji will prove it again that it is one of the biggest textile centre in India.