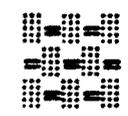


CHAPTER - I



I N T R O D U C T I O N



- 1.1 Introduction
- 1.2 Objectives of the study
- 1.3 Choice of the study region
- 1.4 Review of the literature
- 1.5 Data sources and Methodology
- 1.6 Outline of the work

- References



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1.1 INTRODUCTION :

Industry is second important source of income after agriculture in India. Among Indian industry, cotton textile industry is the premier national industry and it represents the single largest enterprise in organised sector in the country. It is, however, very surprising that very few people know or care to know about the technical know-how and marketing management of the textile industry. It is true that in early days the consumers knew everything about spinning and weaving, as they had to produce the cloth they wore. But more surprising is the fact that the numberless of weavers actually engaged in the powerloom textile industry lack the basic knowledge of the organisation of commerce. This is so because most of the weavers look upon the industry solely as a means of earning their livelihood.

Cotton textile industry is one of the oldest and the most established industry which plays a significant role in the economy of the country. According to Dr.Piramal, 1993), " The textile industry plays an extremely vital role in the Indian economy, as it is the premier organised industry and contributes the highest net foreign exchange earning of the country. As a supplier of yarn to millions of handlooms, powerlooms and hosiery units, textile units, plays a very crucial role in the textile economy." It is so because it employs the largest number of workers and that it constitutes the second largest exporter of traditional items.

The development of handloom and powerloom industry took place leading to the decentralization of this industry. Powerloom sector produced more than 71 percent of total cloth production in the country (1993). This sector has also provided large opportunity for rural employment, which is the need of time, hence the powerloom sector has got much more importance in rural economy of country.

" India has a large tradition in textiles. The strength of Indian textiles has been an excellence of the craftman, the dexterity and skill which make the fabrics produced by them exquisite and unique in design, texture and colour combination. Besides meeting the qualitative and quantitative requirements of yarn for the fast expanding decentralised weaving sector in India, the organised spinning sector has also emerged as a major player in the international cotton yarn trade. In fact India was the third largest exporter of cotton yarn in 1992," (Saxena, 1993).

Industrial structure of the cotton textile industry has been more or less, similar in the other industries of the country. This industry had developed almost in all parts of the country, but the largest concentration has taken place in Maharashtra, Tamilnadu and Gujrat. Other important centres of cotton textile industry are Bhopal, Indore, Kanpur, Coimbatore, Trichinapally, Delhi, Bangalore, Belgaum, Ludhiyana and Calcutta.

In Maharashtra, although it's concentration is found in Gr.Bombay. The cotton textile centres are also developed in the districts like Solapur, Thane, Pune, Nssik, Kolhapur and Nagpur. Apart from textile mills, handlooms and powerlooms are established in large number of centres, such as Ichalkaranji, Bhivandi, Sangli, Madhavnagar, Malegaon, Vita, Hupari, Rendal, Peth Vadagaon etc. However in recent years various problems are being faced by this industry which needs the analysis of this industry at micro level.

1.2 OBJECTIVES OF THE STUDY :

In view of the above present study aims to investigate the following aspects of powerloom industry.

- 1) To study the geographical set up of Ichalkaranji city as a study base.
- 2) To know the temporal changes in handloom industry in Ichalkaranji city.
- 3) To analyse the temporal growth of powerlooms in Ichalkaranji city.
- 4) To study the growth pattern of workers in powerloom industry.
- 5) To analyse the production pattern of powerloom industry.
- 6) To investigate the geographical pattern of industrial linkages in powerloom industry.

- 7) To know the geographical pattern of marketing channels of powerloom products and
- 8) To point out the problems and prospects of powerloom industry.

1.3 CHOICE OF THE STUDY REGION :

Ichalkaranji - " A Manchester of Maharashtra " is selected as a study region for present investigation. It is located on the bank of river Panchaganga, about 29 kms to the east of Kolhapur city. The city is also famous as a centre of education, trade, transport and manufacturing. Any area could have been selected by the Researcher for such a study, but he has selected the Ichalkaranji city for specific reasons such as -

- 1) Ichalkaranji city is the industrial centre, it is also called as ' Manchester of Maharashtra.'
- 2) The first powerloom in India in 'Decentralised sector' started in Ichalkaranji.
- 3) Development of agro-based industries specifically powerlooms have come up which provides the Roji Roti (food) to the people of Ichalkaranji city.
- 4) In addition the researcher was born, brought up and educated in this city and moreover he has worked as a worker on powerlooms in Ichalkaranji for many times.

1.4 REVIEW OF THE LITERATURE :

'Cotton textile industry' has been a world wide phenomenon in 20th century. A systematic study of cotton textile industry particularly powerloom industry has been emerged in geographical literature very recently. The cotton textile has been widely studied by Economists, Sociologists and Geographers. In Geography, scholars like Dr.Kamat (1976), Chattarjee Kanan (1980) etc. have attempted study in textile industry.

In this direction, attempts have been made by Loknatha (1936), Narayanswami (1941), Naidu and Shastry (1949), Aitken (1964), Ruia Radhakrishnan (1970), Choubey (1976), Bharat Ram (1982) and Kasturi Shreenivasan (1984) have also attempted such type of studies. Some aspects of powerloom industry have been studied by patil (1984), Bedekar (1984), Patil (1985), Murgunde (1988), Rajage (1988), Vhasmane (1989) and Khanaj (1993).

1.5 DATA SOURCES AND METHODOLOGY :

The analysis of the study is based on primary and secondary data collected from various sources. Primary data has been collected by interviews of weavers, workers, cloth and yarn merchants and from persons related to these industry such as foundary owners, mill store owners, processors and

dying companies owners. The secondary data has been collected from various sources, namely, Powerloom Weavers Co-operative Association, Naro Mahadeo Textile Engineering College, Cotton Textile Export Promotion Council (TEXPROCIL) Office, Ichalkaranji, Handbook of Ichalkaranji Municipal Council, Indian Cotton Mill Federation (ICMF), Bombay Textile Research Association (BTRA) Bombay, Census Records, Statistical Abstracts of Maharashtra, Districts Gazetteers, Town Directory, Socio-Economic Abstracts and various reports related to the theme of the dissertation.

The collected statistics have been processed and represented in the form of tables, maps and diagrams. An attempt is made to apply an industrial linkage model for powerloom industry. A schedule has been prepared to collect the information regarding status of powerloom industry in general and problems pertaining to various weavers, workers in particular. About hundred and fifty persons each from weavers, workers selected arbitrarily were interviewed to collect the factual information.

1.6 OUTLINE OF THE WORK :

The present study is organised into six chapters. In the first chapter, the importance of powerloom industry, objectives, study area, review of the literature, sources of data and methodology have been discussed. The second chapter

gives information about historical background, growth, structure of cotton textile industry and growth of handlooms and powerlooms industry. The third chapter is devoted to highlight the geographical setting of Ichalkaranji city whereas the fourth chapter deals with the growth of powerlooms and growth in employment. The production and marketing of cloth and industrial linkages of powerloom industry in Ichalkaranji city, is the subject matter of fifth chapter. The problems, prospects and conclusion have given in the last chapter. References are given at the end of the each chapters, whereas the Glossary and Bibliography is given at the end of the text.

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