



LOOM AND LIFE

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KERALA STATE INSTITUTE OF DESIGN

ACKNOWLEDGEMNET

We thank Mr.Muralidharan Kachery for helping us find KUTHUPARAMBA WEAVERS. We need to thank our group guide Mrs.Rashmi Ranjith for guiding us throughout. We need to thank Mr.Manu.T for giving such a prodigious subject and for being in charge of our subject. We are grateful Mr.P.T.Girish for being our first teacher in handloom who thought us basics of handloom before our visit to KUTHUPARAMBA WEAVERS. Great thanks for the entire craftsman in KUTHUPARAMBA WEAVERS for teaching and exploring the handloom.

This book covers our six day study in KUTHUPARAMBA WEAVERS CO-OPERATIVE SOCIETY from 4/01/2016 to 9/01/2016. We made this book keeping in mind for people who are new to handloom. We hope this book would be helpful for the information you are looking in handloom.

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Administrative Office, KSID Campues

Introduction

The starting story behind this book is part of our study which we had in our Environmental Exposure Subject for our first semester at KSID. Our task was to form a group of four members to study an organisation and its influence in Social, Political, Economic, Cultural and Technological. At starting, we were searching for well-known organisation but later we found that the size of the organisation did not matter, what really mattered was the freedom we needed to study based on the relevant influences.

Kerala follows its own tradition of textile since the ages. The culture and tradition of Kerala are exhibited in the sarees with its unique design which cannot be witnessed anywhere else in the country. Traditional wear in Kerala are mundu, neriyathu, set mundu and set saree. During prominent festivals like Onam and Vishu, people wear these as traditional wear. From earlier times, these products were made from handloom.

Most noticeable handloom sectors in Kerala are in Balarampuram, Kuthampally, Chendamangalam, and Kannur. The Balaramapuram saree are very much famous for its identical appearance of the design on the front face and backside of the fabric which makes it unique and exclusive. They ensure fine quality and fine fabric is being used. Kuthampally sarees and chendamangalam double dhoti are also well known.

Handloom was one of the primary occupations in Kannur. There are around 50 handloom weaving societies and around 700 workers employed in Kannur. Shabari, Hindustan and Ambadi are the prominent handloom exporters in Kannur. That is how we identified KUTHUPARAMBA WEAVERS CO-OPERATIVE SOCIETY located in Kannur would be an appropriate one.

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KANNUR

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कण्णूर

KANNUR



WELCOME TO KANNUR
NON VEGETARIAN REFRESHMENT ROOM



Kannur Railway Station



Kottiyoor Temple

Kannur



Rektha Sakshi Mandapam



Kottiyoor Temple



Theyyam

1. KANNUR

A land where tradition is an integral part of the society which is upheld through the time. Kannur district is located in northern part of Kerala which is widely famous for its handloom products. The region is surrounded by green hills and valleys, rivers, shadowed by evergreen coconut trees.

Industries that had been in business at Kannur were the beedis, handloom and cashew nut. The Ezhimala Naval Academy which is Asia's largest and world's third largest is sited in Kannur. Another remarkable landmark in Kannur is the St. Angelo Fort built by the Portuguese later occupied by the British. The northern style of Kalaripayattu which is the martial art originated in Kannur and the rebirth of Kalaripayattu began in 1920s in Thalassery which popularised Kalaripayattu in modern times. Thalassery is also well known for its Biryani is well known all over Kerala for its taste. The Rektha Sakshi Mandapam in Kuthuparamba is another notable place paying homage to the martyrs of Kannur. Currently the place has its own reading library for the public. Kannur is also quite known for the extended driving beach Muzhapilangad. One of the notable places in Kannur is the age old Parassinikkadavu Muthappan Temple. The temple is devoted to the Lord Muthappan, many incarnations of Lord Muthappan is performed during Theyyam in the temple. Theyyam is an epic folk art which originated in Kannur which is now performed all over Kerala.

The Kottiyoor Temple, is another notable devotional place in Kannur. Commonly known as, Vadakkeshwaram Temple. The temple is opened only during the Vysakha festival for 27 days. Another significance of the temple is that this was the only temple in Kannur that permitted all people, irrespective of their caste since the ages. During the festival traditionally the rituals are carried out by the traditional families from various casts who have their own duty. From the cast of Chaliyaas selected families from Kuthuparamba were responsible for bringing the handloomed cloths required for the rituals and ceremonies performed during the festival, which include the Villakuthiri for the lamps and Killi (Thorthu).





Kottayam Village

1.2 Kottayam Village

Kottayam district is widely famous in Kerala. Very few people know about a Kottayam town in Malabar. Since the ages, there is a place called Kottayam in Kuthuparamba, which is located on the way from Kuthuparamba to Thalassery road.

Early in the 10th-14th Century, places constituting Wayand, Kottayam and Guddalur were known as Poraikinadu. Kottayam kingdom during that time had three dynasties namely Eastern, Southern and Western. First two dynasties in Kottayam and the third one stayed in Pazhassi. After the formation of the Kerala state the provinces where under the Madras Government. During that time, the Kottayam kingdom later became Kottayam taluk. After the formation of the state Kerala on 1st November 1956, the Kottayam taluk was known as Kottayam Malabar which later became the Kottayam Village. There is a Kottayam temple that exists in Kottayam Village which once belonged to the Kottayam Kingdom. Today there are about 15 wards in Kottayam Village in Thalassery taluk.

കണ്ണൂരൂണ് ഒരു കോട്ടയം

● മലബാറിൽ പണ്ട് കോട്ടയം എന്നപേരിൽ ഒരു രാജവംശവും ഒരു താലൂക്കുമുണ്ടായിരുന്നു

കോട്ടയം - മിഥുനം, അതിന്റെ ആസ്ഥാനമായ കോട്ടയം - 5000, പ്രശസ്തമാണ്. എന്നാൽ മലബാറിലെ കോട്ടയം തെക്കുഭാഗത്തു കേട്ടിട്ടുള്ളവർ കുറവാതിരിക്കൂ. മലബാറിൽ പണ്ട് കോട്ടയം എന്ന പേരിൽ ഒരു രാജവംശവും ഒരു താലൂക്കുമുണ്ടായിരുന്നു. പഴയകാല ഓർമ്മകളെന്നോണം, കുഞ്ഞുപറമ്പിനു സമീപം കോട്ടയം മലബാർ എന്ന പേരിൽ ഒരു പ്രാദേശിക ക്ഷേത്രം - തലശേരി റൂട്ടിൽ ഒരു കോട്ടയം പൊയിൽ എന്ന ബസ് സ്റ്റോപ്പുമുണ്ട്.

കോട്ടയത്തിന്റെ ചരിത്രം

പത്താം നൂറ്റാണ്ടുതുടങ്ങി 14ാം നൂറ്റാണ്ടുവരെ പഴയ വയനാട് - കോട്ടയം - ഗുഡല്ലൂർ താലൂക്കുകൾ ചേർന്ന പ്രദേശം പുരാതനമായിട്ടുണ്ടെന്നാണ് അറിയപ്പെടുന്നത്. പുറത്തുരാജാക്കന്മാർ എന്നു വിളിച്ചിരുന്ന കോട്ടയം രാജവംശമാണ് കോട്ടയം രാജവംശത്തിന്റെ പിതൃരാജാവെന്നു കരുതപ്പെടുന്നു. ഇടയിലായിട്ടു കോലത്തുരാജാവിന്റെ ആധിപത്യത്തിൽപ്പെട്ടിരുന്ന കോട്ടയം രാജവംശം ക്രമേണ തലശേരി താലൂക്കിന്റെ ഉൾനാടൻ പ്രദേശങ്ങളിൽ പൂർണ്ണമായും നിയന്ത്രിച്ചു. കൈവശപ്പെടുത്തുകയും കൂടകിന്റെ അതിർത്തിയോളം ഭരണം വ്യാപിപ്പിക്കുകയുമുണ്ടായി.

കോട്ടയം രാജകുടുംബം കാലക്രമത്തിൽ കിഴക്കൻ, തെക്കൻ, പടിഞ്ഞാറേത് എന്നിങ്ങനെ മൂന്നു ശാഖകളായി പിരിഞ്ഞു. ആദ്യത്തെ രണ്ടു ശാഖകളും കോട്ടയത്തു മൂന്നാമത്തെതു പഴയിമ്പിളി, താമരപ്പാക്കി.

തന്നശാഖായ രണ്ടു സാഹിത്യനായകരെ കോട്ടയം രാജവംശം കേരളത്തിനു സഹായം ചെയ്തിട്ടുണ്ട്. വാണിജ്യ രാജാവാണ് കിളിപ്പാട്ടിന്റെ കർത്താവായ കേരള വർമ്മ തമ്പുരാൻ. ആട്ടക്കഥാകാരനായ വിവരൻ തമ്പുരാൻ. ഈ രാജവംശത്തിൽപ്പെട്ടവരാണ് ബ്രിട്ടീഷുകാർക്കെതിരെ പടപൊതുതി രക്തസാക്ഷിയായ കോളവർമ്മ പഴശി രാജ കോട്ടയം രാജവംശത്തിന്റെ പടിഞ്ഞാറേ ശാഖയിലെ അംഗമായിരുന്നു.

...
അവലംബം - കേരള ചരിത്രം - എ. ശ്രീധരമേനോൻ

വിവരങ്ങൾക്കു കടപ്പാട് - റവ. സോ. ജി.എസ്. ശ്രീമദ്ദീപൻ, തലശേരി

കോട്ടയം പൊയിൽ

An article about Kottayam Village in Manorama news paper.



Co-Operative Society

1.3 CO-OPERATIVE SOCIETY

In 1963 Nehru had the idea of Co-Operative movement to establish a socialist society. The system would help in eliminating poverty and assures in equal distribution of wealth for everyone. Co-operatives systems function is to ensure a fair profit from the products and the same time providing products at a reasonable rate. At the same time provides employment to the unemployed. The Co-operative system later extends to various fields like educational activities, medical services, welfare activities, village upliftment activities, population education, family planning, and women welfare, child welfare, and youth welfare, house hold budgeting and functional literacy.

NABARD (National Bank for Agriculture and Rural Development) developed under the initiative of Reserve Bank of India primarily aimed at the rural societies. Kerala Gov. Stands as security for them for the bank matters. The funds are transferred from State Co-operative bank to District Co-Operative society.

The Co-operative Movement in Kerala had its beginning in 1910 with the formation of first Co-operative Society in Malabar. Today there are about 35 Co-Operative Handloom Society in Kannur tie-up with Kannur District Co-Operative Yarn Society. The Kerala cooperative society act of 1969 came into force with effect from 15-5-1965 in order to enact a uniform law on cooperative.



Raw Materials Stock, Yarn Bank

YarnBank

1.4 YARN BANK



YarnBank Office in Kannur



Sreedharan, Founder of YarnBank

In Kannur there are about 42 handloom weaving societies. Based on the study done by the government on handloom in Kannur there were societies which had down ward trends of sales while others the performed well. According to the report the handloom industry saw a lot of management failures and inability to reach the market at times. This made variation in profits between societies. One main reason for the failure is the inability to obtain the raw ;materials.

An artificial scarcity was created in the market by the middle-man causing the handloom society to work inefficiently. In order to avoid such inconvenience, the Government made a tie up with the NHDC (National Handloom Development Corporation) forming consortium. They formed four consortiums namely Kannur South, Kannur, Payyanur and Irinavu. Kuthuparamba Society comes under the consortium of Kannur South. The primary purpose of the bank is to provide yarns and dying materials on demand at a discount of 10% is rewarded to societies that come under the consortium. The yarn bank buys raw materials form outside market and supplies it to the societies on their request.



കുത്തുപറമ്പ് വിലാസം
കോ-ഓപ്പ്. പി. & എസ്. സൊസൈറ്റി ലിമിറ്റഡ് No.LL85
പി.ക.കുത്തുപറമ്പ്, കണ്ണൂർ, കേരള email : kuthco@gmail.com, web: www.kuthfab.com
പുറക്കൽ, കോട്ടയം മലബാർ Ph: 0490 2361203, Fax: 0490 2361203 PURAKKALAM, KOTTAYAM MALABAR

KUTHUPARAMBA WEAVERS



2. KUTHUPARAMBA WEAVERS CO-OPERATIVE SOCIETY

The Society is a handloom product manufacturer in the co-operative sector from 1954. They have been engaged in exportable furnishing, fabrics, curtains, cushion covers, mats, terry fabrics, apron, and pot holders according to customer need. They prefer Azo-free dyes for their products to follow quality standards. In earlier times, people had been weaving fabrics from their own houses by setting loom by them self. Later entrepreneurs, who had the advantage of availing raw materials in bulk amounts, affected the people who worked in their own houses due to inability to withstand with the increasing market rates and needs.

This gave birth to Co-Operative Movements around 1960's to uplift the falling community. Under this, new co-operative societies were formed. Since Kottayam taluk was considered one of the important locations in handloom, which led the society to start there. This began under the Madras co-operative law prior to Kerala reformation.

The society had its registration in August 1954 and started functioning in September 19. Initially the society had around 70 workers which later increased to 200. Export quality products were mainly weaved during those times. The requirements for the rituals and ceremonies were prepared by the Society. The society had made better pay to the workers including a bonus of 40% in addition to wages, they were also given lot of incentives till 2000.

During this period, other companies in Bombay and Coimbatore started having exporting and access to power looms which made the Kuthuparamba society to have low market. This later on turned out have effects on society. This compelled them to weave products for the local market. This included products like kerchief, bed sheet, terry towels, Saree and dhoti's. Since these products were handmade, the prices were considerably high. This eventually led to low market.

Apparently other sector of employment had income than the handloom society. Thus workers from the society drifted to other field for higher wages. So the society had a condition were employees are mostly woman and old aged people.

The Government had implemented many schemes for uplifting the societies, though it did not reach them at proper time. Rebates were introduced to give discount to the customers by the Government. Past four years the societies haven't received their claims for the rebate. That really affected their society's profit. NIFT Hyderabad had visited the society and did a study. Based on the study they could find that colours used were mainly light tone and suggested them to apply dark tones. By reusing of used or cut out fabrics they were able to make products. They also taught to the weavers and how to understand the customer needs.

Presently, Government in order to support the society formed a new cluster in which the Kuthuparamba society has been listed in it. This was to bring new design in the fabrics, along with new techniques and assist for them to reach the market.



Certificate

The Kuthuparamba Weavers Co-op Society Ltd.
in appreciation of their participation in

13th
edition

TEX-STYLES **inDiA**
2007

Pragati Maidan, New Delhi
February 27 to March 2, 2007

Certification

2.1 Certification



THE HANDLOOM EXPORT PROMOTION COUNCIL
18, Cathedral Garden Road, Nungambakkam, Chennai - 500 034.

ORIGINAL

REGISTRATION-CUM-MEMBERSHIP CERTIFICATE
Note: Please see Para 4.10 and 13.6 of the Policy and Para 13.3 of Handbook

<p>PART I (To be filled in by the applicant)</p> <p>1. Name and address of the applicant: <u>THE KUTHUPARAMBA WEAVERS CO-OP. P.S. SOCIETY LTD. 1185 1002005671</u></p> <p>2. IEC Number: <u>AAAA745410</u></p> <p>3. PAN Number: <u>PURAKKALAM KOTTAYAM C. MALABAR P.O.</u></p> <p>4. Address of the Head office: <u>KOTTAYAM C. MALABAR P.O.</u></p> <p>(i) Registered Office: <u>KOTTAYAM C. MALABAR P.O.</u></p> <p>(ii) Branch(es): <u>NIL</u></p> <p>(iii) Factory(s): <u>As above shown</u></p> <p>5. Year of establishment: <u>1954</u></p> <p>6. Description of export product(s) for which registration is sought: <u>HANDLOOM COTTON FABRICS & MADEUPS</u></p> <p>7. Whether registration is required as merchant exporter or manufacturer exporter: <u>MANUFACTURER EXPORTER</u></p> <p>8. Name of the Proprietor/Partners/Directors/Managing Director: <u>1. PRADSEKAR - K. C. President</u> <u>2. BHAKKISHAN - V. DIRECTOR</u> <u>3. RAJAN - K. "</u> <u>4. SUNDARAMAN - K. V. "</u> <u>5. TANAKARAN - A. "</u> <u>6. RAJIV - M. "</u> <u>7. SAKSHITHA - C. "</u></p>	<p>PART II (To be filled in by the Registering Authority)</p> <p>This is to certify that <u>THE KUTHUPARAMBA WEAVERS CO-OP. P.S. SOCIETY LTD.,</u> <u>No. 11-85, Ward IV, Building No. 161, P.O. Kottayam Malabar,</u> <u>Kuthuparamba - 670 643,</u> is registered with us.</p> <p>Other details as per our records are as under:</p> <p>(i) Description of goods for which registered: <u>COTTON HANDLOOM FABRICS & MADEUPS</u></p> <p>(ii) Registration Number: <u>HPEC/L.0130/M.L.ET.13133/2003-04</u></p> <p>(iii) Manufacturer exporter or merchant exporter: <u>MANUFACTURER EXPORTER</u></p> <p>(iv) Name(s) of Proprietor/Partners/Directors/Managing Director(s): <u>1. K. Pradsekar 4. K. V. Sundaraman 7. C. Sakshitha</u> <u>2. V. Sakshitha 5. A. J. Tanakaran 8. M. Rajiv</u> <u>3. K. Rajan 6. M. Rajiv</u></p> <p>This certificate is issued subject to the conditions laid down in the relevant scheme of registration of this Council. * State clearly whichever is applicable</p> <p align="right">(Signature of the competent officer of the E.P. Council)</p> <p>Name: <u>K. S. DWARAKANATHAN</u> Designation: <u>ASSISTANT SECRETARY</u> Valid upto: <u>31.05.2008</u> Date of issue: <u>30.06.2003</u></p> <p>Space for endorsement of any amendments in this certificate</p> <p align="center">This Registration-cum-Membership Certificate is valid for 5 years from the date of issue. Subject to payment of Membership subscription every year to the Council</p>
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I/We hereby declare that the above information is correct to the best of my/our knowledge and belief. I/We also undertake to abide by the conditions subject to which registration/membership is granted.

Seal: 

Name in Block letters: SURENDRAN
 Designation: SECRETARY
 Residential Address: NAAIKALAZAM HOUSE
PURAKKALAM
KUTHUPARAMBA P.O. 670643

Place: KOTTAYAM C. MALABAR
 Date: 7.3.2003

THE HANDLOOM EXPORT PROMOTION COUNCIL

Phone : 28278879 / 28276043
 Fax : 91-44-28271761
 E-mail : hepcatp@vsnl.com
 Website : www.hometextilesonline.com

34, (Old No.18) Cathedral Garden Road,
Nungambakkam,
Chennai - 600 034.

CERTIFICATE OF REGISTERED TEXTILE EXPORTER

RTE No. **13133**

Certified that Messrs. THE KUTHUPARAMBA WEAVERS CO-OP.
P.S. SOCIETY LTD., NO. 11-85,
WARD - IV, BUILDING NO. 161, P.O. KOTTAYAM [MALABAR],
VIA - KUTHUPARAMBA KANNUR DISTT. - 670 643.
 have been admitted as Registered Textile Exporter of the Council in the Category of

COTTON HANDLOOM FABRICS & MADEUPS

The name of the authorised representative as stated in the application will be

Shri / Smt. N. SURENDRAN

Date **27 JUN 2003**
 Place : Chennai


Secretary



No.C5.1028/03

District Industries Centre
Kannur dt. 24.2.2003

Certificate

This is to certify that Kuthuparamba Weavers Coop.Society Ltd. No.LL.85 P.O.Kuthuparamba is a Co-operative Society registered on 28-8-1954 as LL.85 under Industrial Department and is working under the administrative control of this department.

This certificate is issued since the original certificate is said to be irrecoverably lost.



General Manager
(Registrar of Industrial Coop.Societies
Dist.Industries Centre, Kannur)

General Manager
DISTRICT INDUSTRIES CENTRE
KANNUR-670 002

To

The President,
Kuthuparamba Weavers Coop.Society Ltd.
P.O.Kuthuparamba.

ki/25/2

Serial No. 121549

KERALA VALUE ADDED TAX RULES, 2005

CERTIFICATE OF REGISTRATION
FORM No.4
(Not Transferable)
[See Rule 17(14)]



TIN 821210157150

This is to certify that registration under Section 16 of the Kerala Value Added Tax Act, 2003 has been granted to:

Business Name & Address	KUTHUPARAMBA WEAVERS CO-OP SOCIETY LTD LL85 Kuthuparamba
Status (Indicate whether Proprietorship/Partnership/ Company)	Co-op Society
Full Name of Proprietor/ Mg. Partner/Mg-Director	Sivanandan N (Secretary)

- This certificate is valid from 1.4.2005 (date) until cancelled/ suspended/ surrendered and subject to renewal every year as per Rules.
- This certificate is issued for the principal place of business/ branch place of business at 11.1/6.5 (strike out whichever is not applicable).
- Details of Branches (if any)

4. Details of godowns (if any)

5. Description of goods dealt with

Manufacture of handloomcloth

Place.....Kpba

Date.....30/6/11

Signature of the Registering Authority
M.R. SREENIVASAN
Name, Designation and Office



COMMERCIAL TAX OFFICER
COMMERCIAL TAX OFFICE
KUTHUPARAMBA



Sujesh.M, Secretary, Kuthuparmaba Weavers

Management

2.2 Management

The Kuthuparmaba weavers society consist of a board with seven members in which five of them were weaver's. The society has a secretary who controls the administration.

Board Members are K. Manoharan (President), V Balakrishnan, K Rajan, K. V Sukumaran, A J Janardanan, N Andy and C Saraswathi. The current secretary of the society is Sujesh.M. The board members are being selected through an election conducted by the societies every five year. Secretary is being assessed by his educational qualifications.

Factories Act 1948 FORM No. 28 Prescribed under Rule 51 (13)

ATTENDANCE CARD

Name of Factory : **Kuthuparamba Weavers Co-op.Society Ltd; No. L. L 85, P.O. Kuthuparamba**

Serial No. 4 T. No. 474 Dept.

Name of Worker [Signature]

Father's or Mother's Name

Permanent Address

Local address

Signature of thump
Impression of worker
Note :- To be entered only when employment is terminated.

Date of commencement of employment
* Date of termination of employment
[Entry on the reverse side]

An attendance card has been issued to all workers in the society. The working days are from Monday to Saturday and working time from 8:30 am to 5pm. The society consists of 54 employees including the secretary. Seven workers are engaged in the winding of big spool and eight for small spool. Jacquard loom and vertical winding has one worker each for it. Altogether, there are thirty four workers for the loom.

Attendance card for craftman



Ragavan weaving saree

Craftsman





2.21 Craftman

The society has 54 craftsmen that include the secretary, supervisor, accountant and the weavers. A male weaver weaves an average of 4 to 5 meter and 3 meter by a female weaver a day. The basic pay per weaver is Rs 121. This makes a slight variation on wages based on the production. Incentives are given upon the difficulty of work. Bonus also depends on the sale in the market. Male craftsman in the societies are all aged above 50 and female craftsman above 39-45. There are not any youth approaching the handloom sector mainly because of the low wages and difficulty in craft. There is a shortage in some specialised craft and these craft are still done by the craftsman who is retired from the society. Recently due to the initiative of government in training there are newly 20 students joined in the society for a period of three months.



Radha have been working scince her childhood in KUTHUPARAMBA WEAVERS for more than 50 years.

SL	Field	Numbers	Age
1	Winding Machine	16	39-45
2	Vertical Winding Machine	1	57
3	Jacquard Loom	1	68
4	Handloom	32	39-45



Students works

Training

2.22 Training



Tutor Chandran from IIHT with the students in KUTHUPARAMBA WEAVERS SOCIETY.

The Kerala Government has introduced “Training and Skill Development Program”. The government has identified decline in the number of craftsman in the handloom sector in Kerala. In order to support the handloom societies the government have initiated trainings to be conducted in handloom societies. These training is run under the guidance of IIHT (Indian Institute of Handloom Technology) previously known as IHTT (Institute of Handloom and Textile Technology). IIHT tutor gives training for 3 months, the course that includes weaving tutorial on plain weave, twill weave and honey comb weave. Students of 20 members are selected based on the interview for this program. Selected students receive a stipend of Rs 4000 per month till the training period. This is also gives them the opportunity of continuing to work in the society after their training.

In KUTHUPARAMBA WEAVERS CO OPERATIVE SOCIETY training started from November 2015 to Feb 2016. Most of the students are from Kannur area.



Machines

2.3 Machines

Kuthuparamba Society has four types of handloom machines and two kinds of winding machine. The handloom here has four categories, namely the two treadles, four treadles, ten treadles and Jacquard (Hardaker). The winding machines used are vertical and circular.

Traditionally hand crafted wooden handlooms are equipped in the society till date. The used looms were bought from Bombay. In 2010, Kerala Government contributed a motorised winding machine that could do the job of eight people by two. This later on, was not in use as the workers feared it would lead to unemployment and it remains unused till now.

On an average of two days is taken for weaving saree and bed sheet depending upon its dimensions. The jacquard machine is used for weaving terry fabric. The machine has a series of card installed in it which determines the design of the fabric. Two treadles looms are used for plain weave. The plain weave is usually used for shirting, lungi, dhoti and kerchief. Honey comb and twill designs are made from four treadles. The products include blanket, bath towel and bed sheets are made from satin or cotton are woven from a ten treadle loom.

Parts of Handloom

Warp Beam - It's a wooden roller contains warp yarn. It is placed at the bottom of the loom. This consists of one hundred and fifty metres of yarn.

Heddle – Arrangement of warp threads from the warp beam. It keeps the warp threads in proper order or sequence. This forms shedding

Reed – The reed is a comb fixed on a sley with a reed cap.

Beater-As soon as the weft thread passes from one side to another, the beater helps the thread to align with the others.

Picker – The picker is a piece of leather or other material placed in grooves or on a spindle inside a shuttle box and is used to give a blow to the shuttle to drive it from one box to another. It sustains the force of the shuttle while entering a box.

Shuttle- The shuttle is vehicle for weft and passes through divided warp for the interlacement of the warp and weft when stationary the shuttle resides in the shuttle. The shuttle is used for picking.

Cloth Beam – The roller, upon which the cloth is wound when weaving,

Seat-The seat is an arrangement to simply sit and work on the loom. The length of the seat is equal to the total width of the loom so as to freely slide along

Treadle – The treadle is a pedal or lever placed under a loom with which a heddle is connected by means of cords.



Warp Beam



Double Warp Beam used in Jacquard



Heddle and Heddle Stick



Reed and Beater



Picker



Shuttle



Cloth Beam



Seat and Treadle

Spinning Wheel

Spinning wheel is for two types, one for warp threads and other for the weft threads. There are two difference spools used for warp and weft thread. Spool used for warp threads is larger than the weft threads. There is also design difference in bobbin used for warp thread and weft thread. In weft thread, the bobbin is having an open end so that the thread easily comes out and while inserting it in the shuttle it is easy.



Spinning Wheel



Bobbin on left used for warp and bobbin on right used for weft.

Vertical Winding

Vertical winding is a process to arrange the warp threads for weaving. The supervisor calculates the amount of material required for a particular design. This includes the number of threads required in a particular width, length and colour for the material. Based on the required calculation of the yarn, an additional amount of yarn is taken since the yarn gets contracted while weaving. The calculation for the additional amount is based on the design and the thickness of the thread. The supervisor after including the added amount finalises the calculation. This calculation and measurement are handed over to the vertical winding operator. The vertical winding process including Paav tree, big spool, paddle and a vertical stand for arranging the big spools that can be arranged accordingly.

Paav Tree

It is a rotating structure that has a height of 2.50 meter from ground. At the top of the structure, the threads is hooked on to the hook, which is on top of the structure and at the end of the thread are hooked on the at the bottom hook after the rotation of the structure.

Spool

It is simply a big bobbin. They used to come in wooden material earlier which later on turned to plastic. It was found that wooden spools were much more efficient in use than the plastic. This is because plastic while spinning can cause an uncontrollable motion.

Paddle

The paddle is a wooden plank that has a number of perforations in a definite pattern. The threads from the spool are directed through the paddle and then to the winding machine. Paddles come in two types of sizes.

Vertical Stand

The vertical stand is to hold all the spools on it in a definite arrangement. The threads from the spools pass along the paddle to the Paav tree.



Paav Tree



Spool



Paddle



Vertical Stand



Process





Raw Materials

2.41 Raw Materials



Cotton is obtained from the cotton plant (Shrub). Its need warm climate, moisture and sunlight. The quality of the cotton fibre based on its colour, finesse and strength is dependent on the variety of the plant. It has fine fibre, the length is about half inch to 2½ inch. After the year 2002, India started cultivating “BT cotton” (Genetically modified cotton plant for preventing from boll warms and other insects) this action rapidly increased the production of cotton in India.

Kuthuparamba Society initially bought cotton yarn from Tamil Nadu and dyeing materials from Bombay. Now the raw materials are brought from Yarn Bank, the society received the materials from the bank at a considerably lower rate of 10% subsidy.



Dyeing

2.42 Dyeing



KKS Weavers Dyeing Unit

Dyeing is a process of adding the colour to the fabric. Dyeing of fabrics in the society is done from Perlasherry KSS Weavers Co-Operative Society. Previously the Kuthuparamba Society had its own dyeing unit but they had to shut down the unit because of some environmental issues. They had an issue of discoloration of the wells, near by the locality. The current dyeing unit is seven kilometres from the society.

Types of Dye

Reactive Dye - Reactive dye is available in hot and cold dye. This dyes form chemical combinations with the fibre and produce the brightest shade on cotton. This dye has good light, wash and dry cleaning fastness.

Vat dye - Vat dyes are the fastest dye for cotton, linen and rayon.

Natural Dye - Natural colours are used as dyeing agents. They use red sandal, turmeric powder and chavalpodi.

In the earlier times, Government had implemented the use of natural dye as colouring agent. Later on, it was found that the fabric had issues of fading of colours and also the cost was high compared to synthetic dye. Synthetic dyes primarily used in the society are Naphthol, Reactive, and Vat Dyes. It was found that Vat dyes were the best agent for dyeing. It only requires 1 hour for dyeing with the fabric. This is the most used dyeing in the KSS Dyeing Unit.

Dyeing Process

The dyeing involves a series of process. Initially the hanks are boiled in a big boilers at a temperature maintained at 120°C for roughly 6 hours. Chemical agents like caustic soda, soda ash and soap oil are added to these boilers to clean the hanks.

Later on, the hanks are dried out using the dryer in the unit. Hanks taken out of the dryer will be held on a wooden block and rotated to evenly spread the hank. Meanwhile, an aluminium container is filled with half boiling water maintained at 70°C mixed with 18kg of rock salt. This is when dye is added in the container. Around 1 kg of hank requires 400g of dyeing material. This solution is slowly stirred through out to spread the colour evenly. Next the stacks of hanks are held on to PVC pipes to immerse the hanks into the aluminium container. In earlier times, they used bamboo rods for stacking the hanks. The stacks are constantly rotated to make colour spread evenly across the hanks. This process is done every 10 minutes for 2 hours until colour gets onto the fabric. After the process, the material is added with fixing agents to avoid any kind of bleeding. The entire hanks are then let for drying in the sunlight for around 2-3 hours as the final process of dyeing.













Winding

2.43 Winding

Spinning Wheel

After the Dyeing process of yarn, the yarn used for warp is soaked in the starch for strengthening the threads and the yarns used of weft can be used directly. The spinning wheel process is almost same for weft thread and warp, the only difference is the spool used for warp thread are big and the spool used for weft thread are small. At first the yarn is waxed so that there is no friction while spinning. The Yarn is inserted to the spinning wheel and one end is tied to the spool while the other end is tied to the spinning wheel. When the lever is rotated the wheel rotates and the thread from the yarn goes to the spool.









VERTICAL WINDING

The spools are arranged based on the design. With the required colour for the border is first passed from the vertical stand to the Paav tree through the paddle depending on the number of thread required. The one end of the thread is taken and hooked on to the top of the Paav tree. The length required is decided by the coils around the Paav tree. The perimeter of the vertical stand is about 4.2 metre. At the bottom, the other end of the individual thread is taken and tied in a defined manner. Finally the spinning of the Paav tree is stopped once the required thread for border is done. The same arrangement is done with another thread of different colour. The increasing the coil length will increase the total length of warp, likewise increasing the winding will increase the width of the warp. Again the border colour is done with the same process. In order to place the alignment throughout a thread is passed along at top and bottom of the arrangement. Finally it is taken to set on to the warp beam.







Warp Beam Installation

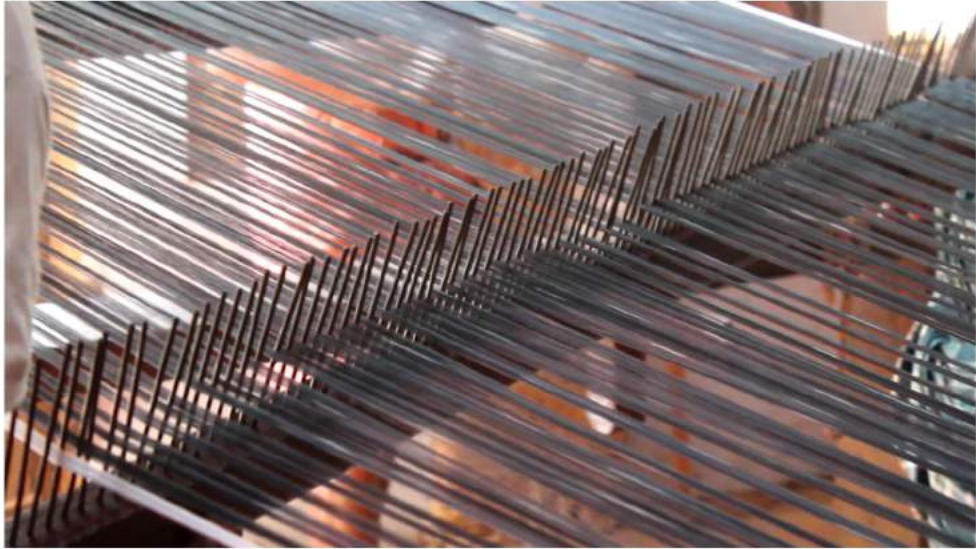
2.44 Warp Beam Installation

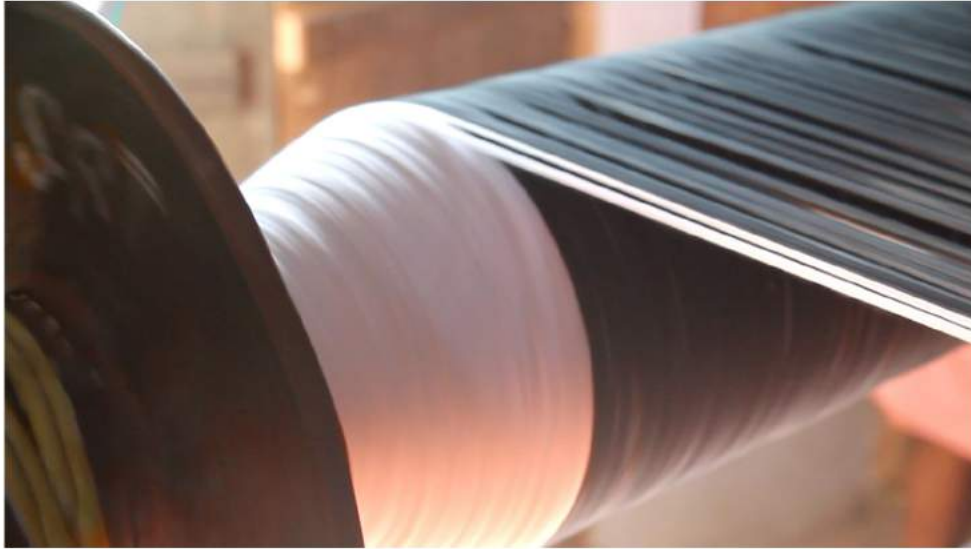
Installation of warp thread on warp beam.





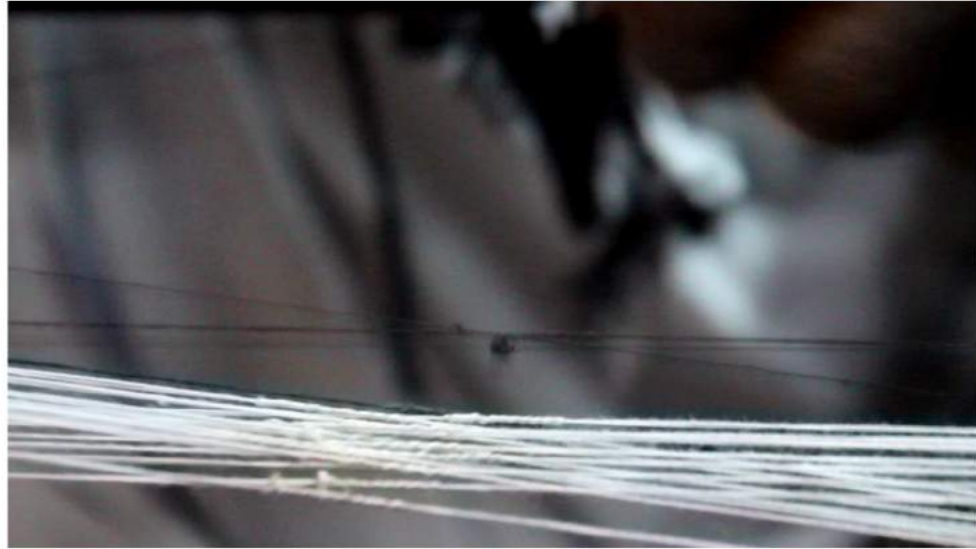
















Weaving

2.44 Weaving

The Warp thread is rolled on to the warp beam. From the warp beam the threads are knotted to the existing leftover threads in the heddle. The design determines the number of treadle for the heddle.

For example of weaving in a 2 treadle handloom. The first 2 heddle are for the selvedge and the rest of the heddle is for the design on the fabric. Each of the single thread from the heddle passed through the reed. The comb of the reed can vary upon the cloth width. The quality of the fabric is determined by the number of reed, higher the number the reed betters the quality. For example, an inch of reed contains 42 combs in it.

Initially, when the right treadle is stamped down, the heddle lifts up. The shuttle is moved from right side to left with the help of picker. The beater is pulled forward to align the weft thread. As soon as the right treadle is realised and left treadle is stamped, another treadle lifts up making the first one to fall back. The shuttle moves from left side to right using picker. Again this step is continued. The fabric is formed when the beater is pulled forward. The fabric formed is rolled over the cloth beam.

Weaving Mechanism

Weaving is a method of textile production. It's a set of yarn or thread, they are interlaced between warp and weft thread. The longitudinal thread are called warp and the lateral thread are weft. There are three basic weaves, namely the plain weave, satin weave and twill weave.

Plain Weave

The simplest of all patterns is plain weave. Each weft yarn moves alternately over and under one warp yarn. Each warp yarn moves alternately over under each weft yarn.



Twill Weave

Twill weave produce diagonal lines. Yarn interlaces more than one warp yarn.







Finishing

2.6 Finishing



Pick Glass

After the process of weaving, the material is inspected using a pick glass. This is to check the count of the yarn. Then the fabric is cut out according to required measurement. For example, a bed sheet requires a length of 2.20 m and width 1.5 m. all the fabrics require to have their edges folded and stitched along with hallmark label.



Products

2.6 Products

Kottiyoor Temple is one of the most remarkable places in Kannur. The supplies for the Temple rituals and ceremonies were all availed from the Kuthuparamba society. Exporting of fine home furnishing products like curtain, bed sheet, pillow covers, cushions etc. happened in the 80's. Other than this, they also weaved. Saree, Bed sheet, Dhothi , lungi , shirting materials, terry towel, kerchief, blanket, bag and other fabric products. Seasonal products like tholu sanji for Ayyappa devotees were made according to market needs. The products were designed according to decisions made by the cluster and hence done by the society. Red Mundu which is a trend in Kerala was first woven here. Waste material management created some products like jute bag from the left over of curtain materials.

Sl.no	Products	Price (Rs.)
1	Cotton saree	800/-
2	Dhothi	650/-
3	Shirting materials	210/m
4	Lungi	250/-
5	Bedsheet and pillow cover	1200/-
6	Blanket	120/-
7	Bag	100/ m
8	Kerchief	24/-
9	Mosquito net	150/-
10	Mat	100/-
11	Pot holder	42/-
12	Bermuda shorts	250/-
13	Shirt	610/-
14	Apron, Gloves	310/-
15	Curtains	1800/-

Mats



Bedsheets



Blacket and Dothi



Shirting Material and Terry Towel

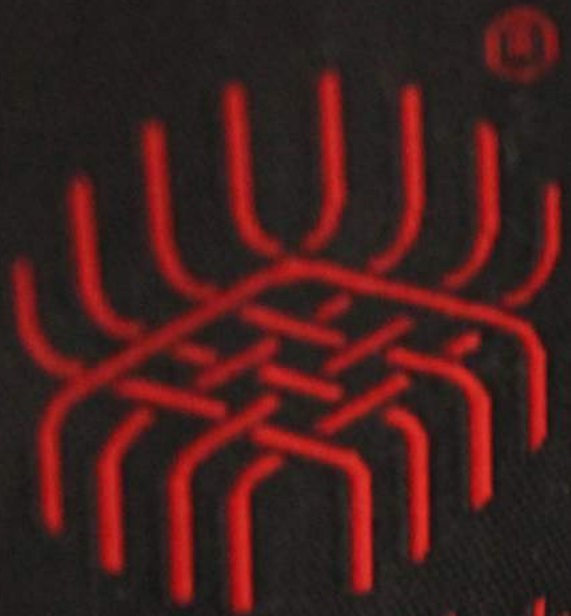


Kerchief and Running Matterial



Dothi





Handloom Mark

2140114



Handloom Mark

2140115

Handloom Mark

2.61 Handloom Mark



Handloom Mark Label with coded number.

Handloom Mark Scheme was introduced by The Office of the Development Commissioner for Handlooms in the year 2006. The main objective of the scheme is to brand the genuine handloom products in India and also to secure a premium position for them in domestic as well as in international market.

The Handloom Mark was designed by National Institute of Design, Ahmedabad. The form of the logo has been derived from the interlocking of the warp and the weft. These threads stand for the collaborative institutes giving their inputs and the weavers giving their skills. The interaction between them is leading to a close network. The warp and weft have been designed to form a three dimensional cube.

The Handloom Mark is registered for Certification Trade Mark under the Trade Marks Act 1999 as well as for Copyright under the Copyright Act 1957. On the Handloom Mark, each label is coded on its backside for easy identification/classification. E.g. DF followed by coded number for fabric for domestic sale, DM followed by Coded number for made-ups and garments for domestic sale: EF followed by Coded number for fabric for export and EM followed by coded number for Made-ups and garments for export.



Marketing

2.7 Marketing

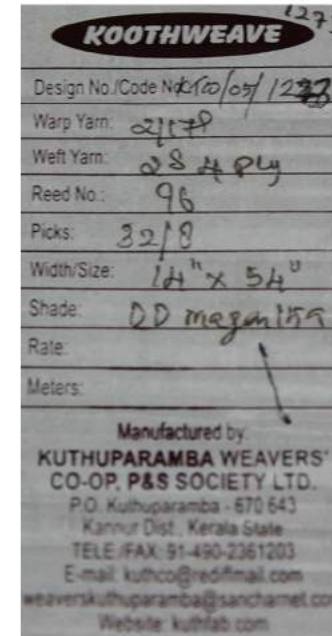
Marketing of Kuthuparamba Society is primarily done through their outlets which are at Kuthuparamba and Purakalam. Others means of sale are through Kaithari Mela, exhibitions, and seasonal sales. The society had from exporting from the 80's to 2000 but in the years they are not into exporting. They sell their products under brand name Koothweave.

Profit sharing

In Kuthuparamba Society 20% of overall profit from the market is being transferred to a reserved fund for future requirements, on behalf of working capital and Educational fund for the society. If the profit is considerably more during seasonal sales, 25% of it is being divided among the workers.



Cover used for packaging



Koothweave Lable

കൈത്തറി ഉൽപ്പന്നങ്ങൾക്ക് ഹാന്റക്സ്



SAN TVM

ഒരു കേരള സർക്കാർ സ്ഥാപനം

HANTEEX

കൈത്തറി തുണിത്തരങ്ങൾക്കും
റെഡിമെയ്ഡുകൾക്കും

സ്വപക്ഷ്യൽ ഡിസ്കൗണ്ട്

10%
മുതൽ

30%
വരെ



Hantex & Hanveev

3. HANTEX & HANVEEV

HANTEX

HANTEX is an apex co-operative society of handloom weavers in Kerala constituting 440 production centres and 150 sales outlets. It was established in 2001 along with Kerala State Handloom Development Co-Operation. The Kuthuparamba Weavers Society provides terry fabrics and satin cloths for HANTEX. Finally the payment is made to the society annually. Hantex mainly deals with saree, double mundu, set mundu , lungi and bedsheet.

HANVEEV

The HANVEEV was established in 1968 for supporting the handloom weavers of Kerala. They have a brand name because of its quality works and have earned a name in International market. It had its support from Central and State Government. It had its primary motive as to save the ancient crafts and from the exploitation of the industry by the coming of power looms and machineries. It has 55 qualified employees for its 32 production centres all around Kerala. Some of their quality products include shirts, sarees, set mundu, bed linen, dress materials, table linen and wall hangings.

4. Government Schemes

Rebate Scheme

The scheme was introduced in order to uplift the weaving societies, Kerala Government in 1982 started giving rebates to them. The societies during Onam, Vishu and other festival seasons sell their products at a discount of 20%. This discount is compensated by the Government to the societies.

Production Incentive Scheme

The scheme aims to motivate weavers/allied workers to improve productivity by providing attractive incentives for additional work based on approved guidelines.

Technology Upgradation Scheme

The scheme was introduced to improve the technology in looms. The up gradation will improve the quality of handloom products and increasing in their productivity. Modernization of the technology will improve in warping yarn sizing facilities, application of IT in production, marketing, quality development, brand creation and technology build up for value addition of the products.

Work Shed Renovation Scheme

The objective of the scheme is to uplift the handloom sector by giving one time write off loans extended by banks to handloom weavers and handloom co-operative societies.

Government Share Participation Scheme

The scheme was introduced for enhancing the handloom co-operative societies by enriching their resources and to improve their working capital.

Marketing Incentive Scheme

The scheme was introduced to promote handloom products by providing assistance for the handloom co-operative societies, HANTEX and HANVEEV.

Production Development Assistance Scheme

The scheme was introduced for ensuring timely supply of quality raw materials at reasonable cost to the weavers. Subsidy is given to HANTEX, HANVEEV and Yarn Bank. A subsidy at the rate of 10% from the purchased price of yarn, dyes, chemicals and loan at margin rate is given at raw material banks.

Handloom Weavers Comprehensive Welfare Scheme

Under the new “Insurance Scheme Mahatma Gandhi Bunker Bima Yojana”, insurance is covered for a weaver at a premium price of Rs. 330 per weaver. Out of which Rs. 100 will be provided by LIC of India, Rs. 150 by GOI directly to LIC of India and the balance amount of Rs. 80 will be the weaver’s contributions that will be met by the State Government.

ESI Scheme

ESI (Employers State Insurance) Scheme is a self-financing social security and health insurance for the workers. This scheme is for all the employees earning Rs15000 or less per month as wages, the employer contributes 4.75% and employee contributes 1.75 %, total share of 6.5 %. This scheme is managed by ESI Cooperation under Ministry of Labour and Employment, Government of India.





Market survey in Kannur

5. Market survey in Kannur

In Kannur, the handloom products are mainly sold through Handveev and Hantex. Kuthuparambu Weavers have their own sale's outlet in Kuthuparambu. The products are mainly sold through these outlets. The most selling products are satin bed sheet, shirting materials, saree, kasavu saree, kerchief, mundu, lungi, terry fabric, etc. Handloom products have regular customers because they have faith in handloom products.

Customers were requesting to bring new patterns according to the trend. The customers are ready to buy the products considering the cost factor. Kuthuparambu Weavers primary source of sale is the festival seasons like Onam, Vishu, Christmas, etc. the advantage of 20% rebate is available in this season. Onam is the major selling season for products like double mundu, kasav saree because these are traditional wears.

Kaithari Mela, Khadhi fest etc are the other selling platform for the weaver's co-operative societies. Mainly these fairs are falling on festival season like Onam, Vishu, Christmas, etc. In Kannur there are more than 40 stores for selling handloom products and also the products have good market in Kannur. In Traditional designs they only use light colours due to the customer need but they moved to light colours and also bright colours .This actually had a good market response.

SL.No	Products	Price (Rs.)
1	Bed sheet	1200
2	Kasav Saree	2000
3	Set Mund	1450
4	Cotton Saree	800
5	Kerchief	24
6	Blanket	120
7	Dhothi	650
8	Lungi	250
9	Shirting Material	210/m
10	Mat	100

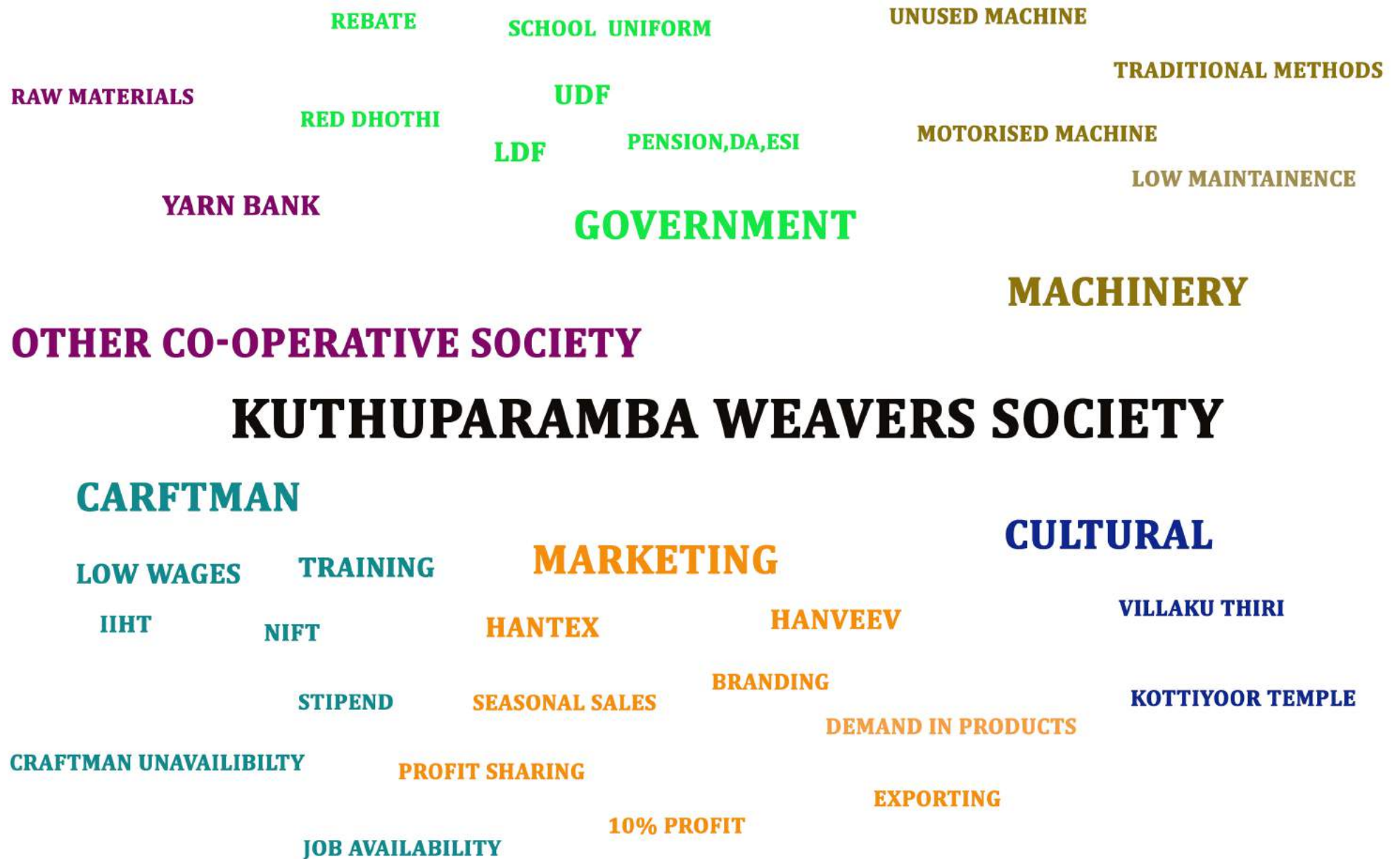
List of Handloom Society in Kannur

Sl. No.	Name of Society	Address	E-mail ID & Website	Telephone No. Office	Name & Mobile No.	
					President	Secretary
1	Azhikkal WICS Ltd. No. HL Ind(C) 20	P.O.Azhikkal		04972771258	K.Mukundan 9895449613	S.Santhakumar 9846451560
2	Chirakkal Weavers Co-op: P&S Society Ltd. No. F 1291	P.O.Chirakkal Kannur-670 011		04972 778239	A.Rameshan 9847958998	C.Shaji 9447949454
3	Chowva Weavers Co-op: P&S Society Ltd. No. LL 76	P.O.Mundayad Kannur-670 594		04972 726101	K.V.Kumaran 9447292272	P.Prasad 9895904081
4	Irinave WICS Ltd No. HL Ind(C) 19	P.O.Irinave Kannur-670 301	cnirirweav@bsnl.in www.irinweav.com	04972 867537 04972 867340 Fax : 2867341	P.V.Lakshmanan 8547809490	K.Anilkumar 9847597468
5	KKS WICS Ltd. No. H 201	P.O.Mundalure Kannur-670 622		04972 827429	K.Kunhiraman 9656754635	Sreejan.M 9747375995
6	Kairali Harijan WICS Ltd No. HL Ind(C) 46	Keecheri, P.O.Pappinisseri Kannur-670 561		04972 786738	V.Mohanan 9496138767	A.V.Sathyan 9037327970
7	Kalliasseri WICS Ltd. No. HL Ind(C) 12	P.O.Kannur University Campus, Kannur-670567	kalliasserywics@gmail.com	04972 780726	P.Balan 9446770853	K.V.SanthoshKumar 9895443001
8	Kanhirode Weavers Co-op:P&S Society Ltd. No. LL 44	P.O.Kanhirode Kannur-670 592		04972 857259	K.Rameshan 9747700543	Mahesh 9446167348
9	Kannapuram Weavers Co-op: (P&S) Society Ltd. No. H 206	Kannapuram P.O.Chelukunnu Kannur-670 301		04972 860243	M.Ganeshan 9895387694	Unnikrishnan 9447550490
10	Kannapuram WICS Ltd. No. HL Ind(C) 22	P.O.Mattammal Kannur-670 331		04972 860664	P.K.Bhaskaran 9895323378	M.Anilkumar 9895900947
11	Karivellur Weavers Co-op: P&S Society Ltd. No. F 1391	Karivellur P.O. Kannur-670 521		04985 260239	A.V.Gopalan 9496251976	A.Bindu 9446681942
12	Kodiyeri Weavers Co-op:Society Ltd.			04902 356961	P.Vijayan 9947293591	Anilkumar 9947196831
13	Kolathuvayal Weavers Industrial (Workshop)P&S Co-op: Society Ltd. No. HL Ind(C) 23	P.O.Anchempeedikka Kannur-670 331		04972 787871	P.Kunhioman 9961500203	M.P.Ranjini 9746649296

3

Sl. No.	Name of Society	Address	E-mail ID & Website	Telephone No. Office	Name & Mobile No.	
					President	Secretary
14	Kousalya Weavers Co-op.P&S Society			04972835279	A.Ajiitha 9567404405	Indu 9562246120
15	Kulappuram WICS Ltd. No.HL Ind(C)48	P.O.Vilayankode Kannur-670 501		04972 802097	MV Madanan 9995463788	CKV Ramani 9809712176
16	Kunhimangalam WICS Ltd.	P.O.Kunhimangalam Kannur-670 308		04972 810015	PV Krishnan 0497812279	Sindhu.P.K. 9605980080
17	Kuthuparamba Weavers Co-op: P&S Society Ltd. No. LL 85	Purakkalam P.O.Kattayam Malabar Kannur-670 643		04902 361203	K.Manoharan 9495688466	Sujesh M 9847233323
18	Loknath WICS Ltd. No. LL 99	P.O.Chowva Kannur-670 006		04972 726330	K.Sukumaran	P.Vinod kumar 9446744524
19	Mayyil WICS Ltd. No.HL Ind(C)24	P.O.Mayyil Kannur-670 602		04602 275215	P.Balan 9447761215	K.Asokan 9495906782
20	Marazha WICS Ltd. No. HL Ind C 5	P.O.Marazha Kannur-670 331		04972 780752 04972 781288	M.Rajagopalan 9446552709	V.Sathi 9544152207
21	Pallikkunnu WICS	P.O.Pallikkunnu Kannur			Divakaran (VC) 9995651830	
22	Pappinissari WICS Ltd. No. HL Ind(C) 15	P.O.Pappinissari Kannur-670 561		04972 786267	CV Kunhioman 9496970796	N.Suith 9947048695
23	Payyannur Weavers Co-op: P&S Society Ltd No. F 1305	P.O.Payyannur Kannur-670 307		04985 202503	T.V.Balakrishnan 9496247919	T.V.Janardhanan 8606113626
24	Pinarayi Weavers Industrial Co-op: Society Ltd	P.O.Pinarayi Kannur-670 741		04902 382493	T.Ravi 9447369947	Sreejithkumar K 9847524276
25	Pinarayi Weavers Co-op:Society			0490 3092482		9745211460
26	Priyadarshini Weavers Industrial (Workshop)Co-op:Society Ltd HL Ind(126	P.O.Muzhappala Kannur		04972 851613	M.Ramachandran 9846245063	Indulal 9744090890
27	Puzhiathi Weavers Industrial (Workshop)Co-op:Society Ltd. No. HL Ind(C) 27	P.O.Kattali Kannur-670005		04972 747680	Pannyan Pavithran 9847049774	M.T.Roupa 9496900823
28	Royal Weavers Industrial Co-op: Society Ltd. No. H 211	P.O.Alavil Kannur-670 008	royalweave@gmail.com	04972 742782	Sadanandan.K. 9895565667	K.M.Saitha 9947097106
29	Sankaranellur Weavers Service Co-op: Society Ltd. HL Ind(C) 16	Pathiriyaad P.O.Sankaranellur		0490 2361483	Balagopalan MK 9605849942	T.C.Sheja 9846294870

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Conclusion

6. Conclusion

The people of Kerala have been using handloom products since ages. They even had provision for exporting since 1980's .The market was also fair enough for the society. Entry of power loom fabrics made a competition in the market which led to decline in their sales, exporting and low market eventually. Thus even craftsman started to decline due to low wages.

According to the market survey there is a huge demand in handloom products but the inability to deliver high quality and newer design affects their ability to server the demand in the market.The society is very much dependent on the support from the government on the rebate. They have to find their own ways to make profit even without rebate from the government. The society should have even more better way of branding for their products with their uniqueness which gives value added to the products.

The future is handloom is brighter because there is huge demand in the products in local and international but the ability to deliver great products based on the demand remains a challenge.

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The book is based on the documentation on KUTHUPARAMBA WEAVERS CO-OPERATIVE. The starting story behind this book is part of an “Environmental Exposure” subject in first semester at KSID. The task was to form a group of four members to study an organisation and its influence in Social, Political, Economic, Cultural and Technological.