A Study on Impact of Atmanirvar Bharat on Handloom Weavers of Odisha

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Abstract

Introduction*: Indian handloom products produced by handloom weavers are famous for their unique designs, quality, colour, durability and elegance and have cultural heritage through its calligraphy at both national international markets. 'Atmanirbhar Bharat' programme (Self-reliant campaign) of Government of India, is the 'vocal for local' campaign, composed with 'Make in India' campaign, presents opportunity to the handloom weavers to further strengthen the Indian handloom in the global textiles galaxy. The COVID 19 also has been torched the path of new development for handloom sector through the Atmanirbhar Bharat Campaign.*

Research Gap*: A good numerous of studies have been conducted on Make in India, AtmanirbharBharat, key sectors of Atmanirbhaar Bharat and Make in India by various researchers, academicians, scholars etc. But, no remarkable studies have been undertaken on impact of Atmanirbhar Bharat on handloom and handloom weavers of Odisha.*

Objective of Study*: The present study attempts to analyse the impact of "Atmanirabhar Bharat" on handloom weavers of Odisha.*

Research Methodology*: The present study is based on primary and secondary data. The primary data have been collected from the 100 number of sample handloom weavers through well-designed questionnaire and indirect interview method. The secondary data have been collected from various e-journals, e-research papers, e-magazines, various websites and internets. The collected data have been classified and tabulated according to the requirement of the study. There are various statistical tools like percentage calculations; chi-square test, One-Way ANOVA, t-Test, and Likert 5 point scale have been used for the analysis and interpretation of results.*

Conclusion*: The present study concluded that 'Atmanirbhar Bharat' campaign has little bit (about 5-10%) impact on handloom weavers of Odisha at present and it will have more impact on handloom weavers in the future perspective.*

JEL Classification: D24, D25, D64, E24, J11, L26, L67, M14, M52

Keywords: Handloom Weavers, Handloom Products, Atmanirbhar Bharat, Vocal for Local, Make in India.

Introduction

Handloom industry of India is the second largest industry after agriculture in terms of economic contribution and employment generation. Clothes and allied products of handloom contribute 14% to industrial production, 4% to India's GDP, and constitute 15% of the country's export earnings. Indian handloom industry is second largest producer of handloom products such as Sarees, Dress materials, Scarf, Lungi, Gamuchha, Wall Hangings, handkerchief with high quality, design and calligraphy. Handloom production cost increases by 5 to 15% due to material and other related costs. This is the opportunity for the domestic manufacturer of Odisha to supply the fabric to garment importer.

The Atmanirvar Bharat (self-reliant India) programme for handloom industry / sector based on the concept of Swadeshi Movement of Mahatma Gandhi. Under Atmanirvar Bharat Campaign, Govt. of India is now providing loan up to Rs. 50,000 loan, to the Mudra Shishu Loan account holders without

any collateral securityand Working Capital Loan as of Micro, Small and Medium Scale (MSME) industry. Various banks or financial institution of India like SBI is providing e-Mudra Loan. Self Help Group (SHG) or Mission Shakti is also getting benefits from handloom products. SHGs are now tailoring / preparing garments products by using handloom products such as dress materials, Scarf etc. Under Atmanirvar Bharat Programme Govt. of India is now providing both financial benefit and non-monetary benefits like Raw materials at subsidise rate, various equipment etc. Atmanirvar Bharat scheme also providing various facilities like marketing channels, Infrastructure facility, free equipment to the handloom weavers.The COVID-19 also learnt some idea to handloom weavers. Handloom weavers of Odisha are now preparing Face Mask, PPE Kit, gloves, various design handloom bags, scarf with design of calligraphy (from the concept Jayadev Gita Govinda in handloom design) and garments. So, handloom weavers are now just adding value to the existing handloom products because of Atmanirvar Bharat programme and COVID19.

Handloom products of Odisha have always recognised demand in the market for their unique designs, quality, colour, and elegance and have cultural heritage through its calligraphy in spite of several machine made products available in the technology driven society. The machine made products which is similar categories to the handloom products have printed design on its front side only whereas the handloom products have vivid design, colour, calligraphy and elegance on the both side of products with high quality and durability. So, handloom weavers producing above those products have been influenced by AtmanirvarBhrata Campaign.

Review of Literature

Some of the selected and allied reviews of literature are portrayed as below:

Aneja, P. (2016), in the paper "Make in India: New Paradigm for Socio- Economic Growth in India" studied about the concept, advantages and benefit of `Make in India' and concluded that Make in India is an ambitious project, but it is one that India desperately needs to kick start and sustain its growth momentum.

Shettar, R. M (2017), in the paper "Impact of Make in India Campaign: A Global Perspective" studied the Make in India campaign, sectors covered, Initiatives taken by companies, growth cycles, challenges, opportunities and foreign investment in Indian manufacturing and concluded that Make in India will bring a drastic change in the fields like automobiles, aviation, biotechnology, defence, media, thermal power, oil, gas and manufacturing sectors despite the fact that "Make in India" though came at a right time, its execution remains a big challenge.

Bhatia, R. and Agrawal, S (2018), in their paper "Make in India: A quantitative approach", studied about some recommendations to the government basis the predictions and show the future of the campaign provided that it continues with the present vigour and concluded that the campaign has been a success so far mainly because it is backed by major legislative and bureaucratic reforms and has a great potential to succeed in future too.

Shrivastava, R. (2019), in the paper "Impact of 'Make in India in Indian Economy", studied about the concept, vision of Make in India and impact of make in India in Indian Economy and concluded that India has the capability to push its manufacturingcontribution to GDP to 25% by 2025.Make in India "mission is one such long term initiative which will help to realize the dream of transforming India into a 'manufacturing hub'.

Dubey, S. and Dubey, H. K. (2020) in the paper "Atmanirbhar Bharat Abhiyan: An Analytical Review" studied about those sectors and areas which have potential to achieve self-reliance in the future and concluded that Indian Economy have huge potential to achieve self-reliance but it requires proper implementation of laws made by government and proper allocation of funds allotted by the government.

Nair, A. R and Chandramana, S. B. (2020), "Contribution of Indian Handloom Industry in Fashion Business: An Atmanirbhar Bharat perspective" studied the contribution of handloom to establish as a prominent component in fashion industry and becoming a part of the Atmanirbhar Bharat campaign and concluded that the progressive path to realise the idea of a 'Self-reliant India' is

to mix old designs with new techniques and create original fashion products for the global market.

Panigrahi, A. and Joshi, V. (2020), in the paper "Vision Of "Atmanirbhar Bharat" Role and Significance of MSME Cover Story" analysed the changing role of MSME in making India Atmanirbhar and concluded that a systematic framework is required to include MSMEs in making the 'Atmanirbhar Bharat' a reality.

Sharma, R. and Gupta, S. (2021), in the paper "Bharat towardsAtmanirbharta: A Twitter Based Analysis Using NVIVO" studied about Atmanirbhar Bharat (self-reliant Indian) on the basis of Twitter using NVIVO and concluded that the lack of beds in hospitals, lack of oxygen supply, and lack of basic facilities for Covid-19 patients have debunk the health system. Though the government made the announcement related to the Atmanirbhar Bharat very easily, it is going to be very difficult to make it accessible for the common man.

Research Gap

A good numerous of studies have been conducted on Make in India, Atmanirbhar Bharat, key sectors of Atmanirbhar Bharat and Make in India by various researchers, academicians, scholars etc. But, no remarkable studies have been undertaken on impact of Atmanirbhar Bharat on handloom and handloom weavers of Odisha.

Objectives of the Study

The objectives of present study are as follow:
- To study the 'vocal for local' of 'Atmanirbhar Bharat' and handloom products.
- To analyse the impact of "Atmanirbhar Bharat" on handloom weavers of Odisha.

Research Methodology
Statistical Data Types

The present study is based on primary and secondary data. Both qualitative and quantitative data have been used for the purpose of study.

Source of Data

The primary data have been collected from the 100 number of sample handloom weavers through well-designed questionnaire and indirect interview method. The secondary data have been collected from various e-journals, e-research papers, e-magazines, various websites and internets.

Sample Size and Period of Sample Collection

100 number of sample handloom weavers and July to October, 2021

Method of Data Collection

A Well-designed questionnaire and indirect interview method

Statistical Tools used

There are various statistical tools like percentage calculations; chi-square test, One-Way ANOVA, t-Test, and Likert 5 point scale have been used for the analysis and interpretation of results.

Research Hypothesis
- H0 -There is no significant relationship between the 'vocal for local' of 'Atmanirbhar Bharat' and handloom products in sample area.
- H0- There is an impact of "Atmanirbhar Bharat" on handloom weavers of Odisha.

Data Analysis and Interpretation of Results

The sample size consists of 100 handloom weavers (Shown in table no.1) selected randomly from the Maniabandha (Badamba Block), Nuapatana (Tigiria Block), Ragadi (Banki Block) and Mahammadpur (Nischintakoili Block)of Cuttack district of Odisha.

Table 1: Profile of Sample Handloom Weavers

Profile	No. of Respondents	% to Total	Test Statistics	Profile	No. of Respondents	% to Total	Test Statistics
Location			χ^2=100	Gender			χ^2=2.56
Rural	100	100	P= 3.814	Male	58	58	P= 3.814
Semi-Rural	0	0	df=1	Female	42	42	df=1

Age				Education			
Up to 25	25	25	χ^2=3.5	Up to Matriculation	75	75	χ^2=78.26
26-40	35	35	P= 5.991	Matric to Secondary	11	11	P= 5.991
Above 40	40	40	df=2	Above Secondary	14	14	df=2
No of Looms				No. of Years' Experience			
Up to 2	65	65	χ^2=45.14	Up to 20 Years	33	33	χ^2=6.62
2 to 3	17	17	P= 5.991	20-30 years	44	44	P= 5.991
Above 3	18	18	d.f.=2	Above 30	23	23	df=2
Amount of Capital Invested				Amount of Working Capital			
Up to Rs. 20000	72	72	χ^2=67.34	Up to 5000	32	32	χ^2=3.02
Rs. 20000 to Rs. 50000	13	13	P= 5.991	Rs 5000 to Rs 10,000	41	41	P= 5.991
Rs. 50000 & above	15	15	df=2	Above 10,000	27	27	df=2
Sources of Capital				Amount of Sales			
Owned	36	36	χ^2=54.32	Local Market	39	39	χ^2=40.46
Money lender	62	62	P= 5.991	Within state	56	56	P= 5.991
Bank	2	2	df=2	outside state	5	5	df=2
Net Profit P.a.				Quantity Of Raw Material Purchases			
Up to 5000	57	57	χ^2=26.42	Up to Rs. 10000	67	67	χ^2=52.82
5000 to 10000	26	26	P= 5.991	Rs. 10000 to 20000	22	22	P= 5.991
Above 10000	17	17	df=2	Above 30000	11	11	df=2
Sample Size	100	100		Sample Size	100	100	

Source: Collected and compiled from Field Study

The table no. 1 shows that out of 100 weavers most of the handlooms weavers i.e., 100% are from rural area and not a single person belongs to semi-rural area. So, it is village based industry or operated in rural area. The test statistics χ^2 show that null hypothesis there is no difference between rural and semi-rural handloom weavers has rejected and so, there is a significant difference between rural and semi-rural handloom weavers. Out of 100 respondents 58% are male whereas 42% are female. The test statistics χ^2 show that null hypothesis there is no difference between male and female handloom weavers has accepted as the calculated value less than the tabulated value and so, there is no significant difference between male and female handloom weavers.

Out of 100 respondents 75 are under matriculate, 11 are under HSE, and 14 members are under graduate. So, these figure shows that handloom weavers are less educated/ illiterate. The test statistics χ^2 show that null hypothesis there is no difference between educated and uneducated handloom weavers has rejected and so, there is a significant difference between educated and uneducated handloom weavers.

Out of 100 weavers 25 respondents belong to 26-40 age groups, 35weavers belong to up to 25 age group and rest 40 weavers belong to above 40 age groups. The test statistics χ^2 show that null hypothesis there is difference between aged and young handloom weavers has accepted as the calculated value less than the tabulated value and so, there is no significant difference between aged and young handloom weavers.

Out of 100 respondents 33 have below 20 years experiences, 44 respondents have 20-30 years' experience, and 23 respondents have above 30 years' experience. The test statistics χ^2 show that null hypothesis there is no difference between experienced and inexperienced handloom weavers has rejected and so, there is a significant difference between experienced and inexperienced handloom weavers. So, it shows that most of handloom weavers are experienced holders.

Out of 100 weavers 65 weavers have 2 looms where 17 have 2-3 looms and 18 respondents have above 3 looms. So, it is evident that most of the weavers have limited looms to make handloom products. The test statistics χ^2 show that null hypothesis there is no difference between inadequate loom possessed and adequate loom possessed by handloom weavers has rejected and so, there is a significant difference between inadequate loom possessed and adequate loom possessed by handloom weavers.

Out of 100 weavers 72 weavers have investment only Rs. 20,000/- , 13 weavers have investment Rs. 20,000/- to 50,000/- and 15 weavers have above Rs. 50,000/- as capital investment. It shows that most of weavers have shortage of fixed capital to invest in their venture. The test statistics χ^2 show that null hypothesis there is no difference between inadequate capital investment and adequate capital investment by handloom weavers has rejected and so, there is a significant difference between inadequate capital investment and adequate capital investment by handloom weavers.

Out of 100 weavers 62 weavers have raised capital from money lender as loan to their capital investment 36 have owned capital and only 02 weavers are aware about bank loan and they lend money from bank for their capital investment. The test statistics χ^2 show that null hypothesis there is no difference between capital raising from bank and capital raising from money lender by handloom weavers has rejected and so, there is a significant difference between capital raising from bank and capital raising from money lender by handloom weavers.

Out of 100 weavers 32 weavers have within Rs. 5,000/- working capital to invest, 41 weavers have Rs. 5,000/- to 10,000/- working capital to investment and only 27 weavers have above Rs. 10,000/- working capital investment for their running of day to day running of looming works. The test statistics χ^2 show that null hypothesis there is no difference between inadequate working capital investment and adequate working capital investment by handloom weavers has accepted as the calculated value is less than the tabulated value and so, there is no significant difference between inadequate capital investment and adequate capital investment by handloom weavers.

Out of 100 respondents 56 weavers are selling their products within the state, 39 in the local market and only 5 weavers are selling their products outside the state. The test statistics χ^2 show that null hypothesis there is no difference between selling of product within state market and selling of product within local market by handloom weavers has rejected and so, there is a significant difference between selling of product within state market and selling of product within local market by handloom weavers.

Out of 100 respondents 57 have below Rs. 5000/- net profit, 26 respondents have between Rs. 5000/- to 7000/- net profit p.a. and only 17 respondents have above 7000/- net profit pa. So, these figure shows that the weavers are belongs to economically backward classes in the country. The test statistics χ^2 shows there is no significant difference between net profits earned by different handloom weavers being null hypothesis is rejected and so, there is significant difference between net profits earned by different handloom weavers in the sample area.

Out of 100 respondents 67 have purchasing raw material up to Rs. 10,000/-, 22 respondents have purchasing raw material between Rs. 10,000/- to 20,000/- and only 11 respondents have purchasing raw material above 20,000/-. So, these figure shows

that the weavers have shortage of funds for purchasing raw material and are belongs to economically backward classes in the country. The test statistics χ^2 shows there is no significant difference between amounts of raw material purchased by different handloom weavers being null hypothesis is rejected and so, there is significant difference between amounts of raw material purchased by different handloom weavers in the sample area.

Table 2: Ranking of products influenced by Atmanirbhar Bharat

Rank	1	2	3	4	5	Total	Total Score	Rank
Ranking of products influenced by Atmanirbhar Bharat	No. of respondents							
Handloom Mask	74	12	9	4	1	100	454	1
Garments Products /Dress Materials	8	10	7	56	19	100	232	4
Handloom PPE KIT	10	67	8	7	8	100	364	2
Scarf with Calligraphy	5	9	69	12	5	100	297	3
Conference Bag with calligraphy	3	2	7	21	67	100	153	5
Sample Size (N=100)	100	100	100	100	100	1000	1500	

The table no. 2 shows that the out of 100 handlooms Weavers 74 i.e., 74% view 1st influence handloom products by Atmanirbhar Bharat to Handloom Mask, 67 handloom weavers i.e., 67% view 2nd influenced products is handloom PPE KIT 69 handloom weavers i.e., 69% view 3rd influenced products is Scarf with Calligraphy, 56% view 4th influenced products is Garments Products /Dress Materials and 67% weavers view 5th influenced products is Conference Bag with calligraphy. The Liket 5 point Scale indicates that the handloom mask, Handloom PPE KIT, Scarf with Calligraphy are most influenced handloom products by Atmanirbhar Bharat Campaign.

Testing of Hypothesis
Hypothesis 1

- H_0: There is no significant relationship between the 'vocal for local' of 'Atmanirbhar Bharat' and handloom products in sample area.
- H_1: There is a significant relationship between the 'vocal for local' of 'Atmanirbhar Bharat' and handloom products in sample area.

Table 3: Data for Hypothesis 1

Situations	No. of products under 'Vocal for Local '	No. of innovative Handloom Products	Total
Before Atmanirbhar Bharat	5	2	7
During Atmanirbhar Bharat	11	7	18
Total	16	9	25

Source: Collected and compiled from field study

The table no. 4 shows the One-Way (Single Factor) ANOVA results.

Table 4: Single Factor ANOVA

Source of Variation	SS	d.f.	MS	F	P-value	F crit.
Between Groups	12.25	1	12.25	0.803279	0.464697	18.51282
Within Groups	30.5	2	15.25			
Total	42.75	3				

Source: Author's Calculation on the basis of field study)

The above table no 4 shows that the calculated value of One-Way ANOVA(F ratio) is 0.8033 (approx.)which is greater than the table value or P-value of 0.4646at 5% level of significance with d.f. being v1 = 1 and v2 = 2.

Decision

Hence decision regarding hypothesis 1 is that Reject H_0 i.e. there is no significant relationship between the 'vocal for local' of 'Atmanirbhar Bharat'

and handloom products in sample area and Accept H_1 i.e. There is a significant relationship between the 'vocal for local' of 'Atmanirbhar Bharat' and handloom products in sample area.

Hypothesis 2

- H_0: There is animpact of "Atmanirbhar Bharat" on handloom weavers of Odisha.
- H_1:There is noimpact of "Atmanirbhar Bharat" on handloom weavers of Odisha.

Table 5: Data for Hypothesis 2

.Year	No. of weavers aware about facilities of Atmanirvar Bharat	No. of weavers not aware about facilities of Atmanirvar Bharat	Total
2020	27	73	100
2021	49	51	100
Total	76	124	200

Source: Collected and compiled from field study

The above table no. 5 shows the data collected and complied from field study for Hypothesis 2.

The above table no 6 shows that the calculated value of t test is -1.0909, and the degree of freedom is 1. With reference to the 1 degree of freedom at 5% level of significance, the critical value of the t test is obtained as P(T<=t) one-tail is 0.236 less than the t Critical one-tail 6.313752 and P(T<=t) two-tail is 0.4723 less than the t Critical two-tail is 12.70.

Table 6: t-Test: Paired Two Sample for Means

	No. of weavers aware about facilities of Atmanirvar Bharat	No. of weavers not aware about facilities of Atmanirvar Bharat
Mean	38	62
Variance	242	242
Observations	2	2
Pearson Correlation	-1	
Hypothesized Mean Difference	0	
df	1	
t Stat	-1.09091	
P(T<=t) one-tail	0.236169	
t Critical one-tail	6.313752	
P(T<=t) two-tail	0.472338	
t Critical two-tail	12.7062	

Source: Author's Calculation on the basis of field study

Decision

So, Accept H_0 i.e. there is an impact of "Atmaniravar Bharat" on handloom weavers of Odishaand Reject H_1 i.e. there is no impact of "Atmaniravar Bharat" on handloom weavers of Odisha. Thus, the 2ndresearch hypothesis concluded that the "Atmaniravar Bharat" programme has significant impact on Handloom Weavers in the Study area.

Key Findings

- There is a relationship exist between the 'vocal for local' of 'Atmanirbhar Bharat' and handloom products in sample area.
- The "Atmanirbhar Bharat" programme has an impact on Handloom Weavers in the Study area.
- The handloom products are now being used for preparation Mask and PPE Kit.
- Handloom weavers in study area producing scarf with calligraphy due to COVID and Atmnibhar Bharat.
- Handloom weavers are now just adding value to the existing handloom products because of Atmanirvar Bharat programme and COVID19.

Conclusion

Atmanirvar Bharat Programme is now providing both financial benefit and non-monetary benefits to the weavers in the Study area. Atmanirvar Bharat scheme also providing various facilities

like marketing channels, Infrastructure facility, free equipment to the handloom weavers. The present study concluded that 'Atmanirbhar Bharat' campaign has little bit (about 5-10%) impact on handloom weavers of Odisha at present and it will have more impact on handloom weavers in the future perspective.

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