

**A BRIEF STUDY ON NAGALAND HANDLOOM INDUSTRY WITH SPECIAL
REFERENCE TO KOHIMA**

*Project report submitted to Nagaland University in partial fulfilment for the award of the degree of
Bachelor of Commerce*

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DECLARATION

I declare that the project entitled “A BRIEF STUDY ON HANDLOOM INDUSTRY IN KOHIMA” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of the University or any other university.

ZAYIENGUNO VIYIE

CERTIFICATE

I forward this project report to be placed before the examiners for evaluation.

NGIPLON RACHEL CHOHWANGLIM

Supervisor

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Chapter 1

INTRODUCTION

1.1 Background

History of origin of the Naga weaving is not found anywhere as there is no written history on this subject. “But the Nagas became aware of the value of their handicrafts during and after Second World War 1944-49. During the war many villages were affected among which Kohima, Jotsoma, Khonoma, Zubza and Nerhema were mostly effected. The villagers faced untold miseries, many things were destroyed in the village for which the people moved to jungles for shelter and while they were in the jungles for shelter, Smt. Krunuo Savino, a Khonoma villager, felt very sad because many young girls, housewives, widows were not doing anything but brooding over their lots so she thought of doing some creative works together with them (K. Rengma. S.A. Z.Nisa S.A 1981).

First of all they made containers/bags with red, green and black threads. The bags were woven by mixing up these colours without much designs but they were woven beautifully. These bags could be used freely and conveniently by both men and women alike. Since then, the Naga bags were sent outside for sale. It was the pride of the Naga weavers when they could weave the designed bags thickly and beautifully which lasted long.

Prior to those days Nagas weave their own simple dresses with black, red, and green borders but sophisticated and beautiful designs were woven only during and after 1944-49. The Naga women continued to weave for their livelihood even after the war was over and handicrafts of the Naga men and women attracted not only like Army personnel (British) during and after the world war but also the people of the rest of the territory.

In India Handloom sector is the second largest employment provider after agriculture. In India male workers are more than female workers in handloom sector, but in Nagaland handloom and weaving are confined to female members of the households as handloom and weaving are assume as a household chore for every female. They generally go for weaving in their off time when there is no pressure for agricultural and other allied works. Weaving is traditionally practised by the women in Nagaland since long. This same system is being continued till today and more particularly in the rural areas of the state. In the olden days one of the main limitations of making handloom was the non-availability of the good quality of yarn at the right time and at reasonable.

Now, though the system of making handloom and weaving is practised the number of people in this field is decreasing. With the advent civilisation we have adapt the method of selling one own made products. The study also focus on how the present handloom industry work.

This study seeks to find out how handloom has been practised in past and howits being practised till today. Alsohow the handloom industries can bring up employment opportunityfor the youngsters. And in what ways the crafts have being promoted.

The first chapter deals with the introduction which emphasis on the background of the project, research methods the source of collecting various data, objectives and scope of the project, it also includes the research problems faced, period and size of the study are also added. The second chapter deals with the analysis and interpretation of the various data collected from both primary and secondary also the analysis of the respondents with regards to the objective of the study. the third chapter includes the summary, suggestions, and conclusions of various findings and lastly, Bibliography the articles and websites on which the reference is done.

1.1 REVIEW OF LITERATURE

Shri K. Rengma, S.A & Z Nisa, S.A 1981 under the study of Handloom in Nagaland they concluded that in the olden days women in Nagaland used to weave for the use of their own family members only. At that time the people did not take the craft as a profession, as earning money through weaving was beyond their imagination. So the question of taking weaving as a source of livelihood did not exist. At present a good number of persons in Nagaland have taken up the industry as one of the sources of income. Many private sheds have now been constructed by different individuals to run the industry. In addition to their household member, many hired workers are also engaged in the industry. The study also suggested for Government to take part and provide financial assistance for the poor who are not in a position to run the industry due to their poor economic conditions. Also a Raw Materials Bank may be able to opened from the Government side so that the artisans may be able to collect the required raw materials at reasonable rate. Marketing of the finished products may be arranged by the Handloom Board set up by government so that the weavers get scope to sell their finished products directly to these boards at a fixed price. Sufficient number of training-cum production centres may be opened to impact training to designers, weavers, etc.

Anjali Korolia *& Richa Prakash did a study on Design and development of fashion accessories inspired from the hand wovenshawls in Nagaland in which they analysed on how Naga tradition is being design and develop in different ways. They added that the art of hand weaving is still popular amongst the *Naga* women, especially in the rural areas. However the sector is beset with manifold problems such as obsolete technologies, unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and above all, competition from power loom and mill sector. It is our responsibility to preserve these heritage fabrics by facilitating training to designer's, spinner's and weaver's to carry forward these techniques without distorting the original forms and techniques of the weaves and yet innovate and develop new products and garments range to help existing weaves to come to with new products. They concluded that proper design inputs, research, new innovations (in techniques and products both) quality and standardization, combination of networking and new marketing strategy is needed to put the handloom industry in the fast track.

Ch. Victoria Devi* conducted a study on Handlooms for livelihood in North-Eastern Region: where the main objective of the study was on the social significance and potential of handlooms as a livelihood activity. Demographic and social profile of handloom weavers. Impediments in the growth of the handloom sector in NE Region, to evolve a sustainable mechanism for promotion of handloom as a source of livelihood.

1.2 SCOPE/ OBJECTIVES OF THE STUDY

The main objectives/scope of the study are;

1. To study about the handloom industry.
2. To find out difficulties faced by the handloom and weavers than and now
3. To find out how Naga people has started making its own traditional clothes and how is it been preserved till today.
4. To find out the profitability of the handloom industry
5. To find out some major constraints faced by the weavers and handloom people.
6. To study on how the handloom products can be promote
7. To study on how handloom industry and individual weavers are working

1.3 RESEARCH PROBLEM

The aim of the study was to know the profits and opportunity in the field of handloom. But as the period of the study is short the information and data collected in short period of time is not sufficient to support the objective of the study. Also the answers from the respondents through questionnaires was not very relevant as most of the respondents was not so professional in the field of handloom. As the period of the study was short the time to collect enough data through in person meet to many people was not possible.

1.3.1 Research question

Questions

- Do the handloom weavers only depend on handloom craft for their living?
- How is handloom being done or made?
- How do the handloom weavers sell and deal with customers?
- What are the prices of different products?
- What kind of products do the handloom weavers make?
- What is the monthly profits earned by handloom weavers?
- What are the problems and challenges faced by the handloom weavers?

1.4 RESEARCH METHODS

The research method use for the study was done through personal interview and questionnaire.

1.5.1 Sources of data collection

Primary; In the study the primary data was collected from various private handloom makers who own their own enterprise, various shopkeepers who deals in selling handloom products, various individual weavers. Also questionnaire was prepared and distributed to various people to know the review and suggestions on the handloom field.

Secondary; The secondary sources are collected from Articles and website/sources.

1.5.2 Period of the study

The study was conducted during the duration from February to March 2022.

1.5.3 Size of the study

The study was conducted at MohonKholo Kohima, Nagaland and in different parts of Kohima town.

ANALYSIS AND INTERPRETATION

This chapter deals with the analysis of the data collected from various primary and secondary sources accordance with the objectives of the study.

The data collected for study are interpreted and analysed below:

2.1 How the selling of handloom products begin

From the sources collected the origin of this handloom was started way back during the second world war. In olden days the system was such that the female member weave for their family members. They don't practice the method of selling. But with the advent of civilisation the people were exposed to the outside world since than the demand of handloom products tends to increase from there the selling of handloom products begin.

In the olden days the yarn available to make handloom products was mainly those cotton yarn which were produced locally by the people. But in a meanwhile the mill made yarns also became readily available at the cheaper rate. Realising the potentiality of development people also started taking this profession as a means of livelihood. Looking in the present context the yarn are readily available in the market at reasonable price in different qualities to make the handloom. There are various kinds of yarn at different prices. Generally, all these yarns are imported from outside the state by the merchants from which the weavers subsequently but according to their requirements.

As stated earlier the weaving in Nagaland are most practice in rural areas mainly by the women folks. In the recent years some few have started taking up this on a commercial basis, but they do neither keep any record for the quantity of raw materials used for production of clothed nor about the income derived by selling them in monthly or yearly

2.2 Biography of a women handloom entrepreneur

A women entrepreneur Mrs. Azhu from Jakhama who permanently resides at MohonKhola Kohima own a Handloom Enterprise. She started this business way back in 1990. At the time she started her business there were only few who does not deals in this kind of business. In her business she does not deal in making the traditional cloth but she deals with different plain and design of handloom products like shawls and mekhela. The tools for making the products are imported from Manipur,as those tools were not available in Kohima. She employ employees in her business.

In the interview she mentioned that at the beginning of the business there was very few dealers and customers. But in a meanwhile the demand has increased. Her business is run in an order base. The customers or dealers usually come in person and meet her or make deals through phone calls to place there order. Also the dealers or the customers bring up some similar products and showcase to them on how to make. The customer is given the liberty to choose the colour and designs. Likewise they make the products according to the customer preferences. On the other side the yarn materials used for making the products are bought by themselves and customers are made to select from what kind of yarn available with them.

The yarn they use for making handloom are POLYESTER, THAILAND which are imported from various state and readily available in the market and SILK (also called ae Eri yarn as it is made from silk worm)which is imported Manipur. The products can be made in bulk as well as in pieces depending on the number of products to produce the setting of the loom can be made. Maximum two people are required to make the setting of the loom.Than the next step a single person can carry on the weaving by beating and picking up the design using various tools. The most demanded product are the Mekhela. The Mekhela are divided in two categories the double size mekhela (which includes design) and the single size mekhela. The price of the productdiffer from the size and design and materials of the yarn. The product are always in demand from different places. Not only taking the order they also make the products and sell to different retail shops in wholesale.

The employees are paid according to how much products they made. Depending on the size and design the products are produce in a day. There was not such financial data record on the profit they earn from the business. Below are the different kinds products they produce and the rate at which they give to retailers and customers.

1. Plain (without design) per piece

- Silk yarn ₹ 350
- Thailand ₹ 350
- Polyester ₹ 450

Duration of producing the product; In a day two to three piece can be made

2. Half design per piece

- Silk yarn ₹ 1000
- Thailand yarn ₹ 1000
- Polyester yarn ₹1400

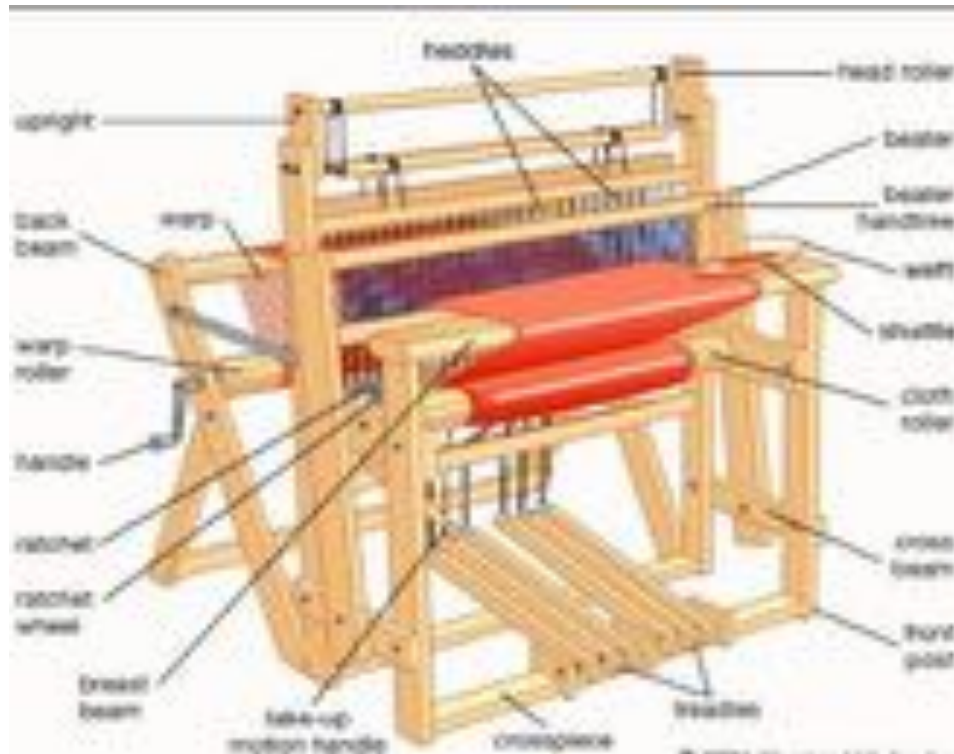
Duration of producing the product; In a day one to two piece can be produce

3. Full design per piece

- Silk yarn ₹1200
- Thailand yarn ₹ 1200
- Polyester yarn ₹ 1800

Duration of producing the product; It takes a day to produce one piece

2.3 The Diagram of a Handloom Tool is shown below



2.4 Picture of some handloom tool at the work place



- a. This is use for setting loom at the beginning



- b. The shuttle which is use for making design



- c. The weft



d. The under process pictures of the handloom product



e. Finished product of handloom

2.5 Difficulty and Challenges faced in the business

The following points consist of difficulties and challenges faced in the handloom business

1. The qualities of the yarn purchase to make the product are not always good. The bad quality of yarn doesn't give good output product which cause losses to the business.
2. The damage of the tools in the middle of weaving causes a problem since it needs a carpenter to fix it which consume time and delay in production process.
3. The tools are not available within the district.
4. It's a time constraint work as everything is handmade.
5. Since the tools and employees are in less number some order made by the customer are cancel.

2.6 Individual weavers

The study has being done among some individual weavers as well. From the research few are found who do this for earning livelihood. The individual weavers mainly make the products and store it at one own place or sell it to some retailers at wholesale rate. The women individual weavers mainly deals with traditional cloth of different tribes. The interview was taken from Angami and Chakhesangweavers.

The women weavers weave at their own house. Some do daily while some do at thereat their free time or when they have less household chores. The women interviewed in the study are mostly illiterate and married women.

The weavers purchase the yarn (raw materials) to make the product from the local markets. Different kinds of yarn are available at different price. The yarns are than spin and the setting of loom is done using various tools. The tools used by the weavers in making handloom are available at the market or are made by the male. The weavers deal in making different kinds of products. Some of which are Shawls, Mekhela, Muffler etc. for both male female and kids as well.

The Shawl and Mekhela are woven in two pieces separately and than stitched together. Depending on the length and size of the product the completion of the products differs. It takes a day of two to complete big shawls or designed shawls. The duration of the weaving also depends on the quality of the yarn. For which the price of the products differs upon that.

Looking at the past context the women does not practice the method of selling except for the barter system which was practice during the olden days. But with the advent in civilisation the hand woven are mostly in demand since than some of the women get into the business of handloom products. There are some individuals who own business who produce and sell the hand woven products.

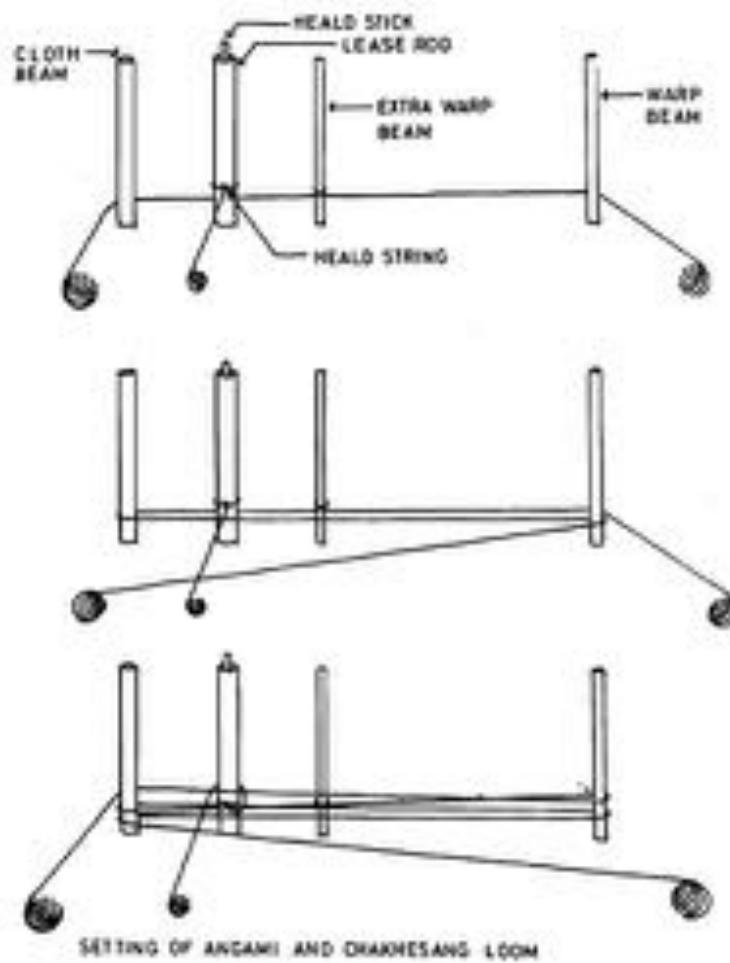
The yarns that are mostly used by the individual weavers are Thailand yarn, Bornoly, Polyester, 2ply, 4ply. There were no such financial records maintained by the weavers so the profit earn by them yearly and monthly was not found. Yet the prices of the product are given below differing from the yarn quality.

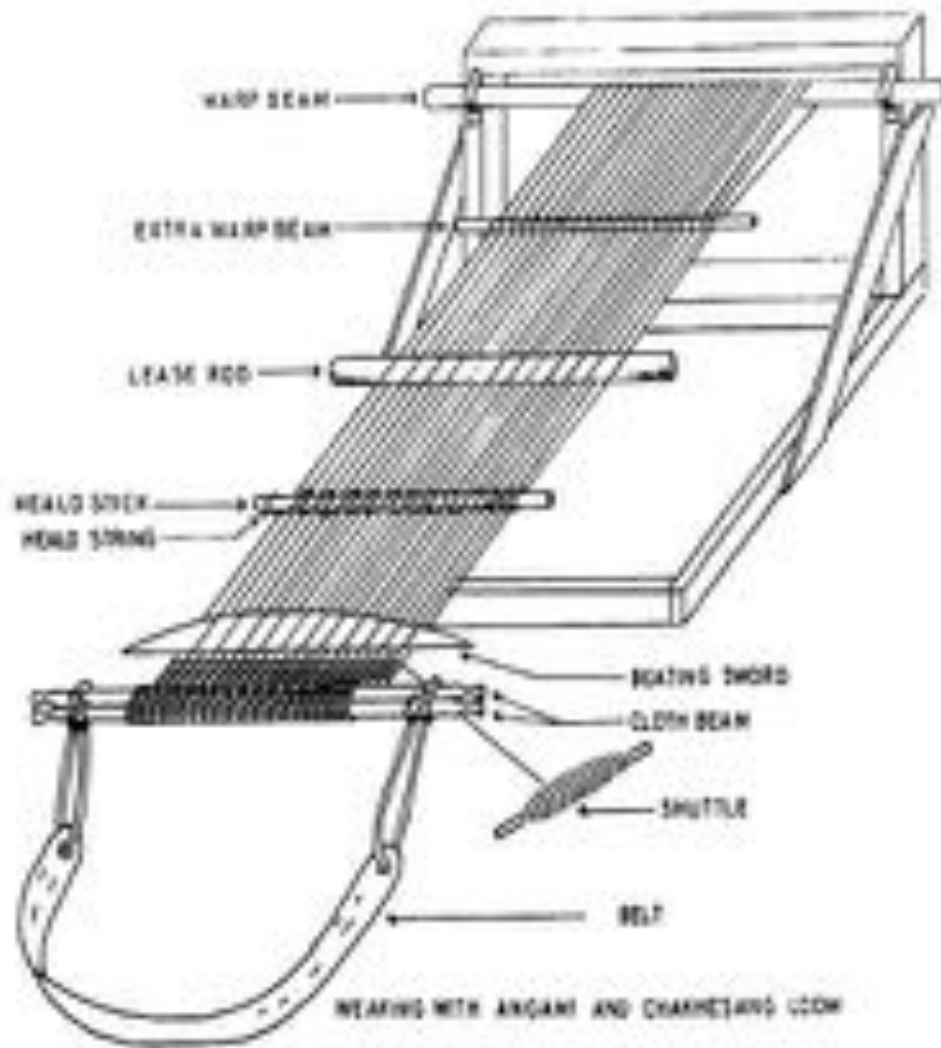
Polyester	Bornoly	Thailand	2 ply	4 ply woolen
female shawls ₹ 8000	-Female shawls ₹ 6000	-Female shawls ₹ 6000-6500	-Female shawls ₹4000-5000	Phfekrii ₹2200 – 3000
-Female mekhela ₹ 5500	-Female mekhela ₹3000	-Male shawls ₹ 4500-5000	-Male shawls ₹3000-3500	Depending on the size and finished products.
-Suit both mekhela and shawl ₹ 10000-12000	-Suit for female ₹ 6500-7000	-suit both mekhela and shawls ₹6500-7500	-Suit both mekhela and shawls ₹6000-7000	
-Phfese (wore by male) ₹18000-20000		-Muffler ₹ 600	-Phfese (wore by male) ₹ 8000-8500	
-Muffler ₹700			-Muffler ₹500	

2.7 Difficulties and challenges faced by the Individual weavers

- i) With the rise in price of the yarn the products have to be increased.
- ii) The qualities of the yarn are not always good the bad quality cause losses as the final product don't come out good.
- iii) It is time consuming since everything is handmade
- iv) Competition arise in the market with the mill loom products
- v) Experts are more in need in this field.
- vi) The weavers easily get exhausted as the loom is carried at the back and there in continuous pulling and beating done in weaving.

2.8 Diagram of the backstrap loom





2.9 Handloom pictures

a. Merhipfhefhe

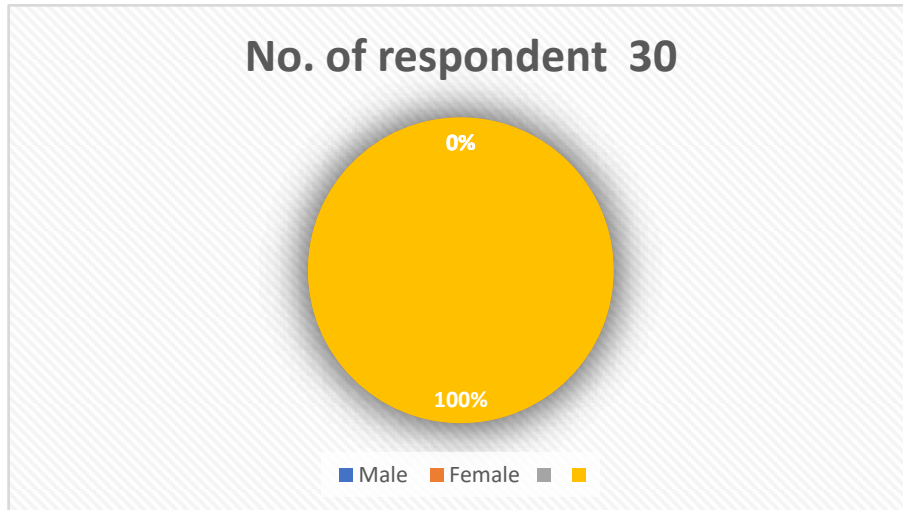


b. Lohepfhe

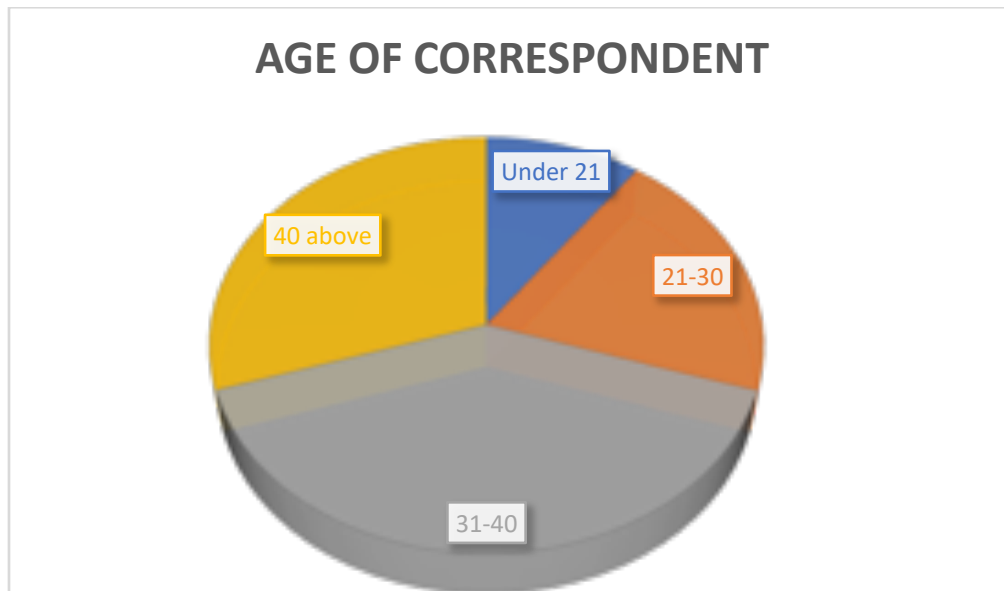


2.10 RESPONSE ON THE BASIS OF SURVEY

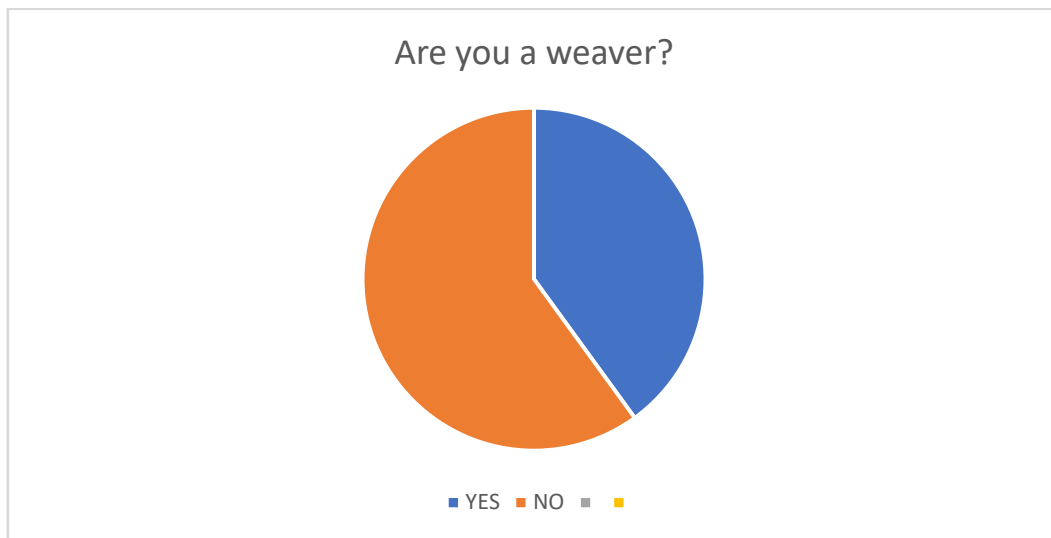
1. No. of respondents



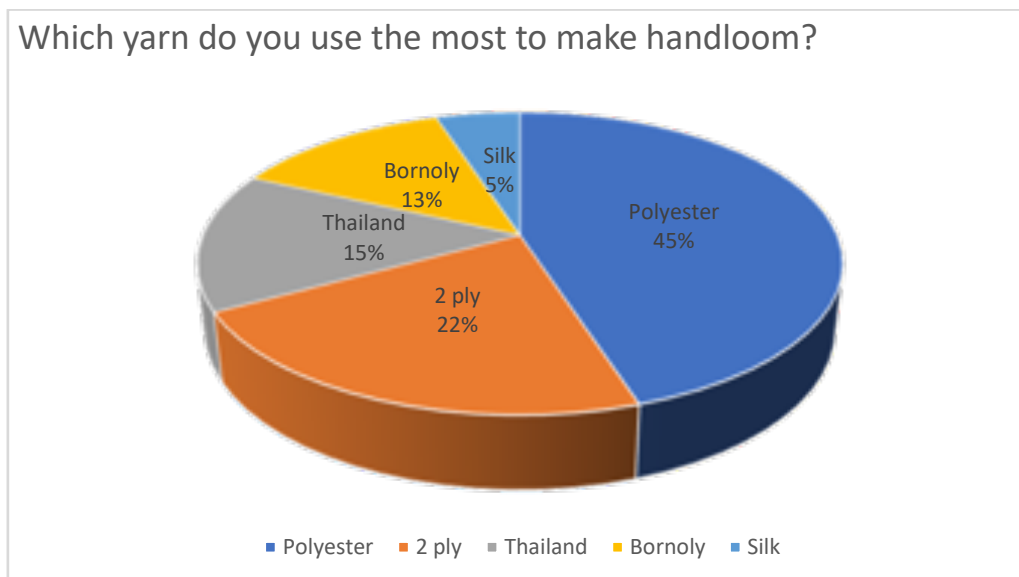
2. Age of correspondent



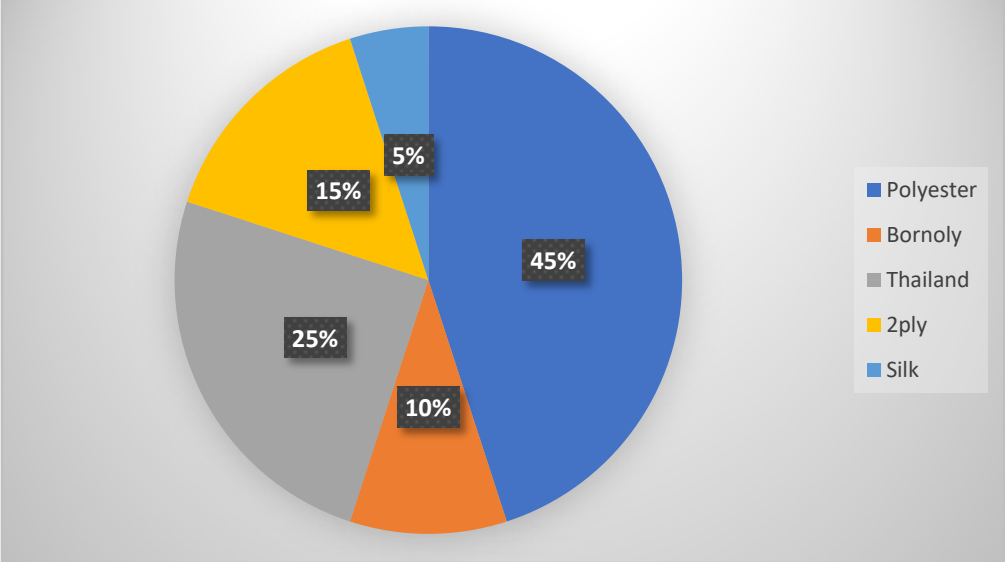
3. Respondent of the weaver



4. Yarn mostly used by the artisans



5. Customers preferences on the materials of yarn



Chapter 3

FINDINGS, SUGGESTION AND CONCLUSION

3.1 FINDINGS

From the research carried out through survey, it has been found that there are very few who depend on handloom weaving for their livelihood. From the research it has been found out that due to less experts in this field the people engagement in this field was found to be less. Based on the survey respondents only 40% were weaver who engaged and do handloom and weaving. Most of the weaver weave for their own personal use rather than selling. The study was focused on how the handloom weavers are producing the products and on what basis the artisans are dealing with their customers. Through the survey it was found out that the artisans use various raw materials such as different qualities of yarn from which the customers are attracted to their various products. There are some people who are succeeding in the field of handloom weaving. It is also helping to eradicate job opportunities to unemployed people. As the people engaged in the handloom weaving has being found out to be less and decreasing this has to be taken into considerations by motivating and teaching the younger generations to invest their time in the handloom weaving.

Some of the ways to promote our cultural and handloom products found out from the survey given by the respondents are:

1. By making more new designs and wear our handloom products often.
2. By buying and using more of the handloom products in our daily life.
3. The handloom products can be promoted through social media.
4. By making a partner with a culture expert and by creating our own culture list, whereas learning how to make it.
5. We can promote our handloom and cultural products by opening more stores of handloom products in and around the state as well as outside the state.
6. Also more government involvement can be a way to promote our cultural and handloom product. Where the government can support the handloom communities financially and morally.

7. An awareness among the people need to be made involving the youth to participate more in the handloom field.

3.2 SUGGESTIONS

Handloom and weaving is one of the oldest method that has been pass on from our forefathers. This has to be one of the most important means for us to protect, preserve, promote and learn more of the weaving methods. In this present era it has been found out that the experts in this field are decreasing there are only few who are stepping forward for the learning it.

The handloom and weaving can be a great employment opportunity for the youngsters where they can learn and promote more of our handloom and cultural products also adding up more of the innovative ideas in this field. The involvement of Government to support financially can bring up to wider way in handloom and weaving.

There are few who are earning through making and selling of the handloom products but there can always be a wider and bigger room where we can invest more and bring up new ideas from it and where we can learn and earn from it.

3.3 CONCLUSIONS

It may be concluded from the study that the practices of handloom and weaving was started way back by our forefathers and it has been preserved till today. But it was found out that the involvement of people are less in this field while there are few who are depending on the handloom and weaving for livelihood. From the study it was found that the handloom products are in different categories and are produce by using different qualities of yarn. The study found out that from this field employment opportunity can be increased for the youngsters. Also the room for more innovative and promoting ideas can be added up more.

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Ashok Mondal (2015) Design approach to enhance manufacturing efficiency of the handloom sector in Northeast Zone

For questionnaire

<https://docs.google.com/forms/d/>

APPENDIX

Questionnaire

1. Gender

- Male
- Female

2. Age correspondent

- Under 21
- 21-30
- 31-40
- 40 above

3. Are you a weaver?

- Yes
- No

4. If yes, what kind of loom do you make?

- Back strap loom
- Handloom

5. Do you purchase and use handloom/ weaving products?

- Yes
- No

6. What type of yarn materials do you use/wear the most? (eg. Mekhela and Shawl)

- Polyester
- Bornoly
- 2ply
- Thailand
- Silk (Iri)

7. If you are a weaver the purpose of making loom?

- For own use
- For sale

8. Is handloom weaving the main source of income for you?

- Yes
- No

9. Is this a profitable way of earning income?

- Yes
- No

10. What kind of products do you make the most?

- Mekhela
- Shawls
- Muffler
- Others

11. What kind of products are most in demand?

- Mekhela
- Shawls
- Muffler
- Others

12. What kind of yarn do you use the most for making the products?

- Polyester
- Thailand
- 2ply
- Bornoly
- Silk (Iri)

13. Which kind of yarn products are most in demand?

- Polyester
- Bornoly
- 2ply
- Thailand
- Silk (iri)

14. Any suggestions for this handloom products that we should preserve and learn

15. What are the ways that we can do more in promoting our cultural and handloom products?