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IMPACT OF MARKETING ON HANDLOOM INDUSTRY IN ODISHA: A SPECIAL REFERENCE TO BOYANIKA

Dr. Avizeet Lenka

Assistant. Professor P.G Department of Commerce, Government (Auto) College, Rourkela,
Odisha, Eastern India.

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Keywords

Handloom,
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Abstract

The unique traditional products of Odishan handlooms depict the strong cultural heritage of state and excellent craftsmanship of the weavers & artisans. Where Boyanika has established up shop with the intention of offering quality raw materials and marketing assistance to the Primary Weavers Coop Societies of the State. The objective of the institution is to organise and develop the Handloom industry in Odisha on a cooperative basis and to expand market for Handloom Fabrics in and outside the State. This present study has focused on marketing strategy of Boyanika and various developmental schemes for prospering of Handloom sectors in Odisha. After the analysis of marketing strategy and developmental schemes of Boyanika the present study concludes that one of the major sources of revenue collection of Boyanika is exhibition. Presently it organises many exhibitions within the state and outside the state to generate the revenue as well market the handloom products in a wider geographical segment. Boyanika has implemented various important and useful schemes of Government for the development of weavers and Handloom sector of Odisha. Among these policies MAI scheme, OFFDI and IHCDP has created much more opportunities in handloom sectors of Odisha. The increasing trend of sales, profits etc. indicates that Boyanika will run for better opportunities in near future.



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1. INTRODUCTION

The finer effects of a cultured and civilised life may be seen in Odisha's art and culture, which is the result of a long historical process where the spiritual, philosophical, and human dimensions have converged. Odisha State Handloom Weavers Coop. Society Ltd, popularly known & registered as “BOYANIKA” is the Apex handloom cooperative of Odisha established in 1956 for providing marketing and other input supports to the weavers of Odisha in the organised sector. Presently, the Apex is also providing marketing support to other weavers in the unorganised sector under cluster approach after closure of the Odisha State Handloom Development Corporation (ODISSI) since 1998.

2. LITERATURE REVIEW

Very few numbers of studies have been made in the field of handloom sectors in Odisha. Out of these some are limited to marketing perception and some are limited to issues and challenges of artisans in handloom sectors. The present study has focused on exhibition of handloom products to attract more customers and prove itself as an emerging marketing strategy in Odisha market. The present study has gone through following literatures:

According to Chakaraborthy (1982), the high prices of raw materials were to blame for the fall in handloom product quality. The dyeing colours that the weavers used were of poor grade. As a result, consumers prefer mill-made clothing, which led to the community of weavers losing their source of income. Government should provide raw materials at reduced costs, with high quality, and at the appropriate time to address this issue.

Weavers have challenging socioeconomic and working conditions, according to Sharma and Joglekar (2002). The majority of weavers currently have unhappy lives, primarily as a result of poor technology and the fact that middlemen steal the industry's profits.

According to Ali (2004), the handloom sector is currently in a slump. Every part of the weaving industry, including manufacturing, marketing, financing, and everything else, is feeding the finch. The government is currently at the mercy of the community.

3. OBJECTIVE OF STUDY

The present study has emphasised on following aspects of Handloom sectors in Odisha with a case study of Boyanika. The objectives of the study are:

- To study the marketing strategy of Boyanika for handloom products in Odisha.
- To enlight the various developmental schemetaken by Boyanika for improvement of business performance.

4. RESEARCH METHODOLOGY

This study primarily based on secondary data. The statistics of Handloom sectors and Boyanika has been collected from the Department of Textiles and Handloom of Odisha and from various articles & journals. The study is based on descriptive as well as analytical interpretation of Boyanika in Odisha. We have taken statistics from 2013-14 to 2018-19 for detail analysis.



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5. RESULTS AND DISCUSSION

Odisha State Handloom Weavers Coop. Society Ltd(Boyanika) stepped into its 57th in May 2013. It was registered in 1956 under Cooperative Societies Act with Registration No.72/CU/56 dated 05/05/1956 with the objective of providing marketing support and quality raw materials to the Primary Weavers Coop. Societies of the State. The institution's goals include expanding the market for handloom fabrics both inside and outside the State as well as organising and developing the handloom industry in Odisha on a cooperative basis. Boyanika is currently the sole top-tier government agency in Odisha that supports the state's weavers with direction, marketing, and raw materials. The primary objectives of Boyanika are as follows:

- To organize and expand the handloom sector in Odisha, as well as build domestic and international markets for the state's handwoven products.
- To acquire and sell the handloom goods produced by its Member Societies (PWCS), SHGs, Master Weavers, and individual Weavers.
- To provide its member PWCS, Master Weavers, and individual Weavers with high-quality raw materials at a fair price.
- To promote and develop the Odisha Handwovens in the international market, production of handloom fabrics with an export focus is undertaken.
- To plan National Handloom Expos and Special Handloom Expos to offer a unified platform for the state's Weavers to market their handwoven products from Odisha.

➤ Status of the Organisation after Restructuring:

The organisation is restructured under DDHPY Scheme with successfully release of grant of Rs.15 Crore both from Govt. of India and Govt. of Odisha on 50:50 basis. The entire business activities were planned systematically ensuring clearance of current dues of Suppliers, Part payment of old dues, Payment of normal salary to employees and disposal of pending personal claims etc.

The present status of the Organisation is furnished below:

Share capital	Rs 13.60 Crore
No. of Employees	606
No. of Member PWCS	965
No. of Weavers covered	48250
No. of Sale branch	151

➤ Exploring Export Market:

For exploring export market, Boyanika has participated in International Buyer-Seller Meet like Hong- Kong House Ware Fair, India Home furnishing Fair, Osaka, Japan, India Show'09, St. Petersburg, Russia, Heimtextil 2010-2011, Frankfurt etc. Necessary steps have taken for Professional market study by various National and International Trade Fairs under MAI scheme and taken up "Design Diversification and Conversation to proper product mix" by engaging reputed designers like Chelna Desai, Bina K. Rao, Neeru Kumar, Arnab Choudhury, Prabir Haldar, Pankaja Sethy and Gunjan Jain.



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Under ASIDE scheme, Govt. of India has provided one stall of size 144 Sq. Mtr. in favour of Boyanika, which facilitates Boyanika as well as other weavers of Odisha for participation in International Fair.

Sales turnover during last 5 Years:

The sales revenue of Boyanika broadly categorised into two parts i.e. Cloth and Yarn. The table 1 shows trend of revenue generation of Boyanika during the study period 2013-14 to 2018-19. Total revenue of cloth has increased from Rs. 2033.29 lakhs in 2013-14 to Rs. 5992.05 lakhs in 2018-19 whereas the income from Yarn has increased from Rs. 220.3 lakhs in 2013-14 to Rs. 1688.25 lakhs in 2018-19.

Table 1: Sales Turnover during last 5 Years (Rs. In lakhs)

Year	Cloth	Yarn	Total
2013-14	2033.29	220.3	2253.59
2014-15	2359.66	260.38	2620.04
2015-16	3386.25	300.92	3687.17
2016-17	4402.27	877.41	5279.68
2017-18	5579.43	1480.43	7059.86
2018-19	5992.05	1688.25	7680.3

Source: Department of textiles and Handloom

Figure 1: Sales Turnover during last 5 Years

➤ Profit Making

Initially Boyanika has gone through losses but gradually it comes back to track of profit. . The following table shows the track record of profit and adjusted towards its past losses of Boyanika.

Table 2: Profit during 2009-10 to 2018-19 (Rs. In lakhs)

Year	Profit	Accumulated Loss	Remarks
2009-10	9.97	-1745.71	Audited
2010-11	24.11	-1721.6	Audited
2011-12	40.92	-1661.4	Audited
2012-13	48.69	-1612.72	Audited
2013-14	218.44	-1407.09	Audited
2014-15	671.7	-735.38	Audited
2016-17	764.93	138.33	Provisional
2018-19	773.26	911.6	Provisional

Source: Department of textiles and Handloom

➤ Marketing Strategy of Boyanika in Terms of Exhibition:

One of the major sources of revenue collection of Boyanika is exhibition. Presently it organises many exhibitions within the state and outside the state to generate the revenue as well market the handloom products in a wider geographical segment. The table 3 shows that in 2018-19 Boyanika has organised 45 exhibitions inside Odisha and 10 exhibitions outside the state.



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Table 3: Exhibition Organised by Boyanika inside the State during 2018-19

Place	No. of Exhibition	Revenue Collected
Paradeep	2	251532
Puri	4	10018978.5
Berhampur	1	41107
BBSR	12	36970324.25
Cuttack	4	5861069.25
Anugul	2	303897
Baripada	2	1410749
Deogarh	1	332226.5
Jeypore	1	1106084
Khordha	1	481926
Chandikhole	1	207703.5
Rairakhole	1	501789
Chatia	2	492326
Dhenkanal	2	324042
Phulabani	2	459677.5
Keonjhar	2	261235
Paralakhemundi	1	1120770
Sambalpur	2	389868.05
Balichadrapur	1	242151
Pallahara	1	147497
Total	45	60924952.55

Source: Reports of Boyanika

Boyanika has generated Rs. 60924952.55 from the exhibitions organised inside Odisha and Rs. 6225283 from exhibitions organised outside the state. Now exhibitions contribute a major portion of revenue to Boyanika. Total revenue collected from exhibition from both organised and participated sources of Boyanika is amount to Rs. 92850299.75.

Table 4: Exhibition Organised by Boyanika outside the State during 2018-19

Place	No. of Exhibition	Gross Sales
West Bengal	4	1980729
New Delhi	3	2927847
Mumbai	1	59315
Tripura	1	320656.8
Kolkata	1	379857.7
Total	10	6225283

Source: Reports of Boyanika



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Boyanika has spread its wing to different states of India. Out of these West Bengal and New Delhi has proved as better marketing zone for Boyanika. In future it also plans to cover more and more states in India and establish business units outside the state.

➤ **Implementation of various Developmental Schemes:**

Boyanika has implemented various important and useful schemes of Govt. of India for the weavers of Odisha to provide a new dimension to the Handloom products merging with the present market demand.

Marketing Access Initiatives (MAI) Scheme:

This scheme implemented by this Organisation for Handloom sectors with a project outlay of Rs. 282.50 lakhs out of which Govt. of India share is Rs. 175.29 lakhs and Govt. of Odisha share is Rs. 107.21 lakhs. So far the released money both from Govt. of India.

Odisha Fund for Development Initiative (OFFDI)

Boyanika has received Rs. 155.50 lakhs under OFFDI scheme (through World Bank) and entire money has been utilised for the purpose of setting up of Yarn Bank, Exposure visit of weavers, Fee for service centre, E-Market expansion programme and Brand building for the benefit of weavers of the state.

Integrated Handloom Cluster Development Programme (IHCDP)

Boyanika is now going to implementing one of the mega Handloom cluster of the country i.e. Bargarh Handloom cluster covering 5000 weavers for socio economic development of the weavers in Handloom sectors.

6. CONCLUSION

The state has carved a prominent place in the Handloom and Handicraft map of the country. Where Odisha State Handloom Weavers Coop. Society Ltd, popularly known & registered as “BOYANIKA” is the Apex handloom cooperative of Odisha established in 1956 provides marketing and other input supports to the weavers of Odisha in the organised sector. After the analysis of marketing strategy and developmental schemes of Boyanika the present study concludes that one of the major sources of revenue collection of Boyanika is exhibition. Presently it organise many exhibitions within the state and outside the state to generate the revenue as well market the handloom products in a wider geographical segment. Boyanika has generated Rs. 60924952.55 from the exhibitions organised inside Odisha and Rs. 6225283 from exhibitions organised outside the state. Total revenue collected from exhibition from both organised and participated sources of Boyanika is amount to Rs. 92850299.75. Boyanika has implemented various important and useful schemes of Government for the development of weavers and Handloom sector of Odisha. Among these policies MAI scheme, OFFDI and IHCDP has created much more opportunities in handloom sectors of Odisha.



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7. AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

8. CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

9. PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will take care by all authors. Journal and editors are not liable for aforesaid matters.

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