Dharmavaram Handloom Cluster

1	Name of the Cluster	Dharmavaram Handloom
2	Place	Dharmavaram town and surrounding villages
3	District	Anantapur
4	State	Andhra Pradesh
5	No of firms (by type)	30000 House Hold Units(All are Micro) with 25 Registered Cooperative Societies No of Looms: 30000 (95% of them are pitlooms)
6	No. of workers	100000 workers including households
7	Turnover	Rs. 600 Crores
8	Associations in cluster	1. Jari & Yarn Trading Association
		2. Karmika Sameksha Sangham
		3. Master Weaver Welfare Association
		4. Dyers Association
9	Major products	Silk Saris of 540 cms length
		Silk Saris of 810 cms length
		Silk Frocks ranging from 90 to 200 cms
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	Central Silk Board, Banglore IIHT, Salem
11	Major markets	Within the country: Pan India but main markets are Chennai, Banglore, Hyderabad
		Export – No visible direct exports observed in the cluster, however some master weavers are exporting the saris to various Gulf countries
12	Major problems/prospects	➢ Lack of working capital ➢ Weak marketing channels ➢ Limited dyeing skills and facilities ➢ Absence of strong brand image ➢ Lack of product testing facilities ➢ Lack of packaging skills and facilities ➢ High fluctuations in yarn prices ➢ Lack of awareness on Export marketing ➢ Poor emphasis on product diversification
13	Data source and updated on	Based on Diagnostic Survey Report conducted by GoAP under Special SGSY Scheme of MoRD (Submitted in the Year 2008)