Mangalagiri Handlooms Cluster

1	Name of the Cluster	Mangalagiri Handloom
2	Place	Mangalagiri and surrounding villages spread in 4 kms radius
3	District	Guntur
4	State	Andhra Pradesh
5	No of firms (by type)	9000 weavers with 3000 looms
6	No. of workers	12000
7	Turnover	72.00 crores
8	Associations in cluster	No Association
9	Major products	Sarees, Dress Materials, Plain Towells, Bedsheets
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	Nil
11	Major markets	AP, Tamilnadu & Orissa
		USA, Europe and South East Asian Markets
12	Major problems/prospects	• ***Design gap*** – The master weavers with their established linkages with boutiques provide design to the weavers. However, there is scope to the development of new designs with respect to the seasonal fashion forecasts. • Weak institutional linkages -The weavers are working in isolation having minimum linkages with the Weavers Services Centers (WSCs) or the National Institute of Fashion Technology (NIFT) • Technological gap- The looms had hardly changed over decades and most of the processes for production of cloth are arduous and outdated. • Low value addition – Though Mangalagiri is known for its trendy dresses, value addition has been limited to few weavers or master weavers who have their own established linkages. • Lack of working capital - Lack of working capital also hinders production of high valued products and innovative designs. Also the weavers usually unable to sell the products at good margins.. • High Fluctuations in yarn prices – The prices of yearn are highly fluctuating and changing every week. Due to this the productions costs vary.
13	Data source and updated on	As per the DSR submitted by GoAP under SGSY special projects scheme of Ministry of Rural Development, Govt. of India (Year : 2008)