Narrow Lanes to Big Markets: An Overview of Traditional Printed Handloom Industry of Pilkhuwa (U.P.)

Hema Upadhayay* and Alka Goel

1Department of Clothing and Textiles, College of Home Science, G.B.P.UA&T, Pantnagar - 263145, Uttarakhand, India.

Authors’ contributions

This work was carried out in collaboration between both authors. Author HU designed the study, manages the literature searches and wrote the first draft of the manuscript. Author AG analyses the study and made some corrective remarks. Both authors read and approved the final manuscript.

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ABSTRACT

Handloom industry is one of the important segments of the textile industry in India. There are a number of centres that are specifically engaged in the production and adornment of handloom textiles. Pilkhuwa, a small town in Ghaziabad (U.P) situated on the NH24, 51 km from Delhi border, is also carrying its legacy of printed handloom textiles. Furnishings, specially bed sheets in beautiful designs and vibrating colours in a wide variety of fabrics and thread density are the main attraction of Pilkhuwa market. The prepared products are sold in local markets to the retailer in wholesale whereas some large manufacturers export the quality products to other parts of the country as well as abroad. The present study aims to identify the prevailing practices, current status, changing scenario and SWOT analysis of the selected cluster of Pilkhuwa (U.P.) that produces printed home furnishings. The information on handloom printing, designing and marketing was obtained through questionnaires, complemented by free interview and informal conversations with printers and local shopkeepers. The result revealed that many local communities i.e. dhobis.
luhaar, weavers and their families directly and indirectly linked to this home furnishing industry for their livelihood. There is a growing opportunity for product diversification in the domestic market as well as in the export market.

Keywords: Home furnishing; Pilkhuwa; printed textiles; SWOT analysis; product diversification.

1. INTRODUCTION

Sustainable development of any economy depends not only on large scale organized industries but also equally dependent on other employment generation avenues to utilize locally available natural and human resources. Micro, Small and Medium Enterprises (MSME) is one such sector in India that has a very pivotal role to play in the development of the country. In India, MSMEs are the second largest source of employment after agriculture. They account for 40 per cent of industrial production, 95 per cent of the industrial units, 34 percent of the exports and manufacture over 6000 products [1]. It generates employment at low cost and helps the society to move on the path of prosperity & growth. As more than 65% of Indians live in villages hence little scope for establishment of large-scale industries in these areas, MSME is an important aspect with regard to development of rural areas. This sector produces a melange of industrial products such as food products, beverages, cotton textiles and wool, silk, synthetic products, jute and jute products, wood and wood products, furniture and fixtures, paper and goods produced from it [2].

Indian home furnishings manufacturers and home furnishings exporters offer a spectacular range of bedspreads, furnishing fabrics, curtains, rugs, durries, carpets, placemats, cushion covers, table covers, linen, kitchen accessories, made-ups, bedspreads, bath linen, and other home furnishings accessories to the world. Manufacturers of Home Furnishings from India, where floor coverings, kitchen linen, bath linen, cushion covers, bedspreads, curtains etc. create a rage in the international markets. Among home textiles, bed linen and bath linen contribute to two-thirds of the total market. Kitchen linen, curtains, upholstery and rugs/carpets contribute to the rest of the market [3].

The unorganized sector dominates this market. There are some centers that are specifically engaged in the production of traditional home textiles, while few other are engaged in sourcing of raw material and value addition. Pilkhuwa, a small town in Ghaziabad (U.P) situated on the NH24, 51 km from Delhi border, also carrying its legacy of handloom printed textiles and is famous for furnishing items, especially bed sheets. Sun drying of printed bed sheets in open ground and their transportation through bullock cart is a common scene here which grabs the attention of visitors [4]. Weaving is a traditional craft to a large part of the Pilkhuwa rural sector. For people of Pilkhuwa area, it is a household industry. Pilkhuwa is famous for its handloom made khes, bed sheets, towels, durries/ lohi, tarpaulin etc. There is good demand of the items in the market [5].

Pilkhuwa constitutes the major household industry of the town characterizing the traditional skill of the local people in this specific branch of manufacturing. Majority of the smaller registered units in this area are constitutes of 10-20 persons [6]. There are many traders of this area are in the wholesale business of bed sheets, pillow covers and linen for quilts and towels, they sold the printed product in bulk to traders from different parts of the country and also the export quality to the abroad [7]. This city is also known as the handloom city for the same reason.

There is strident need to introspect these industries as they not only fetch the local needs but also serve a major source of income for rural and sub urban population, so the present study aims to study the prevailing practises, current status, changing scenario and SWOT analysis of the selected home furnishing printing cluster of Pilkhuwa (U.P).

2. METHODOLOGY

The research was purposively carried out in the Hapur districts of U.P, because of household micro-entrepreneurial activities in this area. The present paper is an attempt to study various aspects of dyeing and printing process followed by the artisans of Pilkhuwa, also to find out the Strengths, Weaknesses, Opportunities and Threats of this small scale household industry. A descriptive research design was planned for which a sample size of 60 units was selected through purposive and snow ball method. Data collected through interview schedule consisting
of both open and closed ended questions from both owners of the printing units and local shopkeepers. The observations were also recorded by taking photographs and videos of the respondents.

3. RESULTS AND DISCUSSION

3.1 Origin and Evolution of Pilkhuwa as a Handloom Printing Cluster (An Overview)

The dyeing and printing culture in this area is around 150-200 years old. The historical significance of Pilkhuwa region is due to its handloom fabric. Earlier people of Kori community of this area used to produce hand woven cotton fabrics in bulk. They installed many handlooms in Pilkhuwa (Haath ki khaddi). The woven fabrics (kora) were sold in local painth (Haat) where traders from nearby areas used to purchase the raw materials for the preparation of different end use products. With the passage of time in order to explore more dimensions for their developed cotton, they started dyeing and stamping of woven fabric.

Artisans from Chhipaa community of Rajasthan (Ruhella and Tonk) and Farrukhabad, U.P (muslim block makers and chippas) were migrated and settled in this region and developed their own colonies. They played major role in flourishing the culture of fabric printing in this area. There are around 600 Chhipa families in Pilkhuwa, most of them are residing in Chippawada area. Some of the present artisans of printing units claim that they are the third and fourth generation who are in this business. As the trade flourished, rural people from the nearby areas and state have moved towards this region in search of job and started working as printers in local printing units. Today more than 80% population of Pilkhuwa are settlers of other places of U.P. and other states whose fathers and forefathers migrated long ago in search of job.

They became the part of working community and established themselves as permanent residents of Pilkhuwa. Most of them settled here and set up their own small or big printing units, it is a common story of many unit owners. In the past few decades dyeing and printing work of Pilkhuwa helped it, in emerging as a major hub for home furnishing products. Process like screen making and block making and other ancillary jobs like stitching, finishing and packaging were also associated with the printing industry and required skilled/ unskilled labour. Hence, today many communities i.e. dhobis, luhaar, weavers and their families directly and indirectly linked to this home furnishing industry for their livelihood.

Earlier local markets, called as painth or haat were the major hub or point of source for dealing, selling and purchasing of the raw materials and finished products. But soon traders started travelling from Pilkhuwa to other states to procure orders hence developed more linkages and resulted this place to emerge as a well-known wholesale market for printed handloom bed sheets. In Pilkhuwa the Painth or haat still exists in the form of Wednesday market. A weekly market in Jawahar bazaar where traders from nearby towns or cities i.e. Sardhana, Murad Nagar, Meerut and Moradabad etc. come for sale and purchase of goods. Today there are around 200 active textile printing units in Pilkhuwa with an average turnover of around 100 crore rupees and provides direct employment to 20,000 people [8]. Whereas printing units that run in the nearby villages like Kheda, Sikeda, Autraulli and Partapur are countless. Almost all the households are involved in related occupations like printing, washing, stitching, finishing or transportation. Today on an average 5-6 lakh bed sheet are printed all around the Pilkhuwa.

This figure is enough to understand the strength of this cluster.

Worker’s profile: Workers are hired both on a daily wage basis and piece-rate basis. The female to male ratio is 20:80 in the printing units. The dyeing and printing units were dominated by man workforce to carry out most of the activities like hand block making, screen making, dyeing, printing and washing. Women however, are involved in home-based jobs, like finishing the raw edges of prepared articles, stitching of pillow covers and packaging of the finished products [9]. These workers do not possess any professional training and degree for printing but learnt the art of printing with years of experience.

3.2 Product Profile and Marketing

The Pilkhuwa, from the past, is a well-known wholesale market for block printed bed sheets and quilt covers. An essence of printed cotton handloom is still reflected from the products of Pilkhuwa, but with the passage of time, a change has been noted in the designs, mode and
methods of prints and also in the product range. Printed bed sheets in different range, style and pattern are still the major products of Pilkhuwa market, but owing to the recent trends some of the small shopkeepers have also started keeping the outsourced home furnishing products especially the cleaning towels, kitchen towels, bathing towels, blankets and 3-D printed bed sheets along with the locally printed handloom bed sheets [10]. These products are sourced from the nearby area like Panipat and Meerut [11]. This may due to providing a wide range of products at reasonable/low cost to the consumer, under one roof.

Table 1. Information regarding printing cluster of Pilkhuwa

| S. No | Activities                                      | Numbers                                      |
|-------|------------------------------------------------|----------------------------------------------|
| 1.    | Weaving units                                  | 100-150                                     |
| 2.    | Dyeing and Printing related units             | 1. 200-300 (with basic infrastructure)       |
|       |                                                | 2. 600-700 (Household units)                |
| 3.    | Trace development units                        | 10-15                                       |
| 4.    | Screen development units                       | 50                                           |
| 5.    | Block development units                        | 8-10                                        |
| 6.    | Washing units                                  | 200-300                                     |
|       | Jigger washing                                 | 1. 15-20                                    |
|       | Haudi washing units                            | 2. 100-150                                  |
| 7.    | Major products                                 | Bedsheet, Diwan set, Cushion, bolsters, Towels|
| 8.    | Raw material Fabric                            | Cotton sheeting fabric (Plain weave fine fabric) |
|       |                                                | Cotton casement fabric                      |
|       |                                                | Plain weave                                 |
|       |                                                | Weaved stripped pattern in different width (Sangam fabric) |
|       | Colours                                        | Rapid fast, Indigo sol, Aniline black and Pigment |
| Tools & equipment used | Handblocks, Screens, Printing tables, Squeezee, Colour mixing utensils, Haudies (cemented tanks), Jigger, Calendering machine |
| 9.    | Major techniques for handloom adornment       | Block printing, screen printing, tie and dye and spray printing |

Fig. 1. Stepwise activities performed in small scale dyeing and printing units of Pilkhuwa
Fig. 2. Preprinting, printing and post printing activities in Pilkhuwa

a & b: Scouring and bleaching in Jigger & Haudi (tank) c & d: Dyeing in Jigger & Haudi (tank) e: Calendaring
f: Block printing, g: Screen printing, h: Spray printing, i: Tie & Dye j: Colour filling with brush (putai)
k: Washing, l: Raw edges finishing (falue daalna), m: Pillow covers stitching, n: Folding, o: Calendaring (Kundi karna)

Fig. 3. Steps in hand block making

a: Transfer of trace design on wooden block, b: Iron chisels (Kalmein) for block carving, c: Block carving,
d: Developed outline block (rekh), e: Developed filling block (datta)

Fig. 4. Steps in screen making

a: Development of the designs on computer, b: Preparation of photographic film (transparency), c: Preparation of screen, d: Passing the emulsion coated screen through light source, e: Applying weight on the screen, f: Washing of screen, g: Coating of paint on screens, h: Rubbing of screen with kerosene dipped fabric, i: Final touching with brush, j: Developed screen
### Table 2. Wages / charges of workers at different works in Pilkhuwa

| S.No | Activity                                      | Cost (Rs) | Pillow covers | Single bed sheet / Quilt cover | Double bed sheet | Fabric Per meter/Per piece cost |
|------|-----------------------------------------------|-----------|---------------|-------------------------------|-----------------|---------------------------------|
| 1.   | Weaving (Handloom)                            | -         |               | 20                            | 25              | 10                              |
|      | (Power loom)                                  |           |               | 10                            | 15              | 5                               |
| 2.   | Dyeing                                        | -         |               | 5.00                          | 10.00           | 3.00                            |
| 3.   | Block Printing                                | 1 colour  | 0.30          | 2.00                          | 4.00            | -                               |
|      | 3-4 colours                                   | 2.00      | 4.00          | 9.00                          |                 |                                 |
| 4.   | Screen Printing                               | 1 colour  | 0.20          | 1.00                          | 2.00            | -                               |
|      | 3-4 colours                                   | 1.00      | 2.00          | 4.00                          |                 |                                 |
| 5.   | Calendaring                                   | Small calendaring machine +folding | 0.20 | 0.80-1.00 | 1.25 | -  |
|      | Big calendaring                               | -         | 2.00          | 4.00                          | 0.80-1.20 (as per the yardage of fabric) | |
| 6.   | Block making (depend upon size and intricacy of designs) | 100- 200 (2"x2" single block with simple design) | 200-400 (5"x5" single block with simple design) | 3000/- to 5,000/ including complete set of blocks with intricate designs |
| 7.   | Screen making                                 | 1 screen  | 700 (Prints 4 Pillow covers) | 700 | 1200 | -  |
|      | 3-4 screen                                    | 12,00-15,00 | 2,000-4,000 | 3,000-5,000 |  |
| 8.   | Washing                                       | Washing in Tank | - | 2.00 | 4.00 | -  |
|      | Washing in Jigger                             | -         | 3.00          | 5-6                           | 0.70-1.50       |                                 |
| 9.   | Washing + Dyeing (Jigger)                     | -         | 3.00          | 5.00                          | 3.00            |                                 |
| 10.  | Bleaching                                     | Single bleach | - | 2.00 | 4.00 | 1.00 |
|      | Double bleach                                 | -         | 4.00          | 5.00                          | 3.00            |                                 |
| 11.  | Spray printing                                | 0.60      | 3.00          | 5.00                          | -               |                                 |
| 12.  | All over black printing (screen) with black colour only | 0.20 | 3.00 | 5.00 | -  |
| 13.  | Raw edges finishing (funde/ facte baandhana)  | Single knot (funde) | - | 0.70 | 1.00 | -  |
|      | Double knot (Jaali)                           | 2.00      | 3.00          | 3.00                          |                 |                                 |
| S.No | Activity                                      | Cost (Rs)                                                                                                                                 |
|------|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
|      |                                              | Pillow covers                                                                                                                           | Single bed sheet / Quilt cover | Double bed sheet | Fabric Per meter/Per piece cost |
| 14.  | Stitching                                    | 0.30 (stitching) -0.60 (including calendaring )                                                                                    | 12-14 (with corners)          | -                | -                               |
| 15.  | Manufacturing of Iron frame for screens      | 500                                                                                                                                     | 500                            | 1000             | -                               |
| 16.  | Trace making for design development on screen| 150                                                                                                                                     | 500                            | 700              | -                               |
| 17.  | Squeeze development                          |                                                                                                                                         | 240                            | -                | -                               |
|      | 60” length                                   |                                                                                                                                         | 320                            | -                | -                               |
### Table 3. Vernacular terminologies by local printers

| Terminology         | Meaning                                                                 |
|---------------------|-------------------------------------------------------------------------|
| Taanka lagana       | Adjustment of the shade of printing paste by mixing of different colours to obtain desired shade in the final printing paste |
| Rang kaatana        | Removal of excess printing paste from the screen after completion of the printing process. |
| Daana daalna        | Spray printing on the printed bed sheet                                 |
| Datta putai/Thappa marna | Colour filling of the screen-printed area/ design with hand blocks     |
| Falae/Funde baandhana | Knotting of loose warp ends of the bed sheets                           |
| Kundi karna         | Pressing and folding of the printed material before packaging           |
| Khushak rehna       | Improper printing due to lack of printing paste in some of the printed area. |
| Rang rafna          | Bleeding of colours in the printed area                                  |
| Haudi chadhana      | Loading of bed sheets on the cemented tank (Haudi) prior to washing.    |

### Table 4. Product profile of the units

| Type                          | Method used                  | Production rate               |
|-------------------------------|------------------------------|-------------------------------|
|                               | No. of piece produce per day Bed sheet/pillow covers | No. of piece produce per month |
| Single Bed sheets and pillow covers | Screen (2workers)                         |                               |
|                               | ● Single screen               | 800-900/11,00-12.00           | 16,000-18,000                  |
|                               | ● 3-4 screens                 | 500-600/800-1,000             | 10,000-12,000                  |
|                               | Combination with Block prints (1worker) | 200-300/400-500              | 5,000-6,000                    |
| Double Bed sheets and pillow covers | Screen (2workers)                         |                               |
|                               | ● Single screen               | 350-400/700-800               | 7500-8,000                     |
|                               | ● 3-4 screens                 | 150-200/350-400               | 4,000-5,000                    |
|                               | Combination with Block prints (1worker) | 250-300/400-450              | 5,500-6,000                    |

Each product have specific name assigned by the units in order to make it distinct from other products of the lot. There is no set pattern for naming the products, so each unit have their own style of naming their products some common naming pattern are listed below:

- **Putai**: Products on which the colour is filled over screen printed design manually through brush or block.

- **Sangam**: Products printed on striped patterned woven fabric. Some more products of this category are called as Sangam gold, Sangam putai, Sangam gulab e.t.c.

- **Kalamkari**: Fine printed bed sheets which gives the impression of handprint.

- **Target**: Bed sheet printed with geometrical printed designs

- **Panther**: Tie & Dyed/ marble effect bed sheet

The Products were commonly named as per the motifs/designs printed on them like i.e. Dandiya, Warli, Gulab, Tiger e.t.c. whereas some products were named randomly without any logic like Pepsi, Kajal, Modi, Mango, Dabang, Maharaja, Rainbow e.t.c. Chikoo, another type of product given name on the basis of background colour. These names were used by the workers throughout the production line of Pilkhuwa. Most of the shopkeepers in the market were wholesale suppliers, who mainly sell the printed products in bulk (gaanth). One gaanth is equivalent to 100 kg of weight which consists of 80 (1+2) double bed sheets each with two pillow covers set, and 160 (1+ 1) single bed sheets with one pillow cover. Each double bed sheet has 1 kg of weight, single bed sheet having 500-600 gms of weight whereas each pillow having 125 g of weight.

### 3.3 Changes and Advances

The printed handloom of Pilkhuwa faced many changes in working patterns, designs and
product profile from the earlier time. The traditional hand weaving culture of this area is now almost vanished. With the advancement and competitiveness in global market and to meet the market demands in terms of production and perfection or quality the traditional handlooms (Khaddis) were replaced by power looms. With the advent of power looms, weaving of canvas fabric, which is mainly used for bags and in vehicles like trucks as soft roof was also flourished in this area. Today there are around 250-300 power looms in the Pilkhuwa, most of them were installed in the households of weavers in Ghari Mohalla area [12].

Fig. 5. Commonly used traditional, adapted and contemporary motifs/patterns on the printed bed sheets

a & b: Traditional geometric design, c & d: Stylized geometrical designs, e & f: Stylized floral pattern
g: Contemporary celestial motifs, h & i: Traditional animal motifs, j: Stylized bird motif,
k: Adapted daandiya pattern, l: Adapted kalamkari pattern, m: Adapted warli print, n: Contemporary cartoon motifs

Fig. 6(a). Commonly used motifs on bed sheet
There is a downfall in the traditional hand block printing work with the introduction of screen printing. In the earlier phase bed covers (Khes) were the only products printed with hand blocks, but with the passage of time, the horizon of printing widened in terms of colours, chemicals and mode of printing and range of products. The handmade traces for screen development have also been replaced with digital printed trace. The modernization and mechanization of textile industry has also influenced the Pilkhuwa printing cluster to some extent, which is clearly visible with the advent of calendaring, mechanized jiggers, power loom etc.

3.4 SWOT Analysis

SWOT analysis is a managing tool which facilitates the easy understanding of the possible strength, weaknesses, opportunities and threats involved in a project or in business venture. SWOT analysis helps in different ways i.e. it is a source of information for strategic planning, builds organizations threat, helps in identifying core competencies of the firm, helps in knowing past, present and future. Hence by using past and current data, future plans can be chalked out [13]. SWOT analyses of small scale printed furnishing industry of Pilkhuwa as experienced by the researcher during the study.

Proximity to NCR and Meerut facilitates easy accessibility/ availability to raw material, chemicals and easy transportation of final products. Interdependency of these small-scale units promotes mutual benefits and sustainable development. Low cost products grab the attention of major clientele of society i.e. middle class, lower middle class and lower class.

Seasonal nature of printing work, lack of working space, waste disposal facility and lack of technological / modern machinery and
4. CONCLUSION

Pilkhuwa signifies an industrial centre which has mainly thrived on cottage industries. It sets an example as to how significant role can the cottage industry play in the economic life of an urban centre. The demand for home furnishing is on an upswing from past few decades. Now consumers apart from traditional furnishing material, looking out for new and innovative products to deck up their homes and offices hence their choice is shifting to products with novel designs and prints. There is a growing opportunity for product diversification in domestic market as well as in the export market. It will help in ensuring better price realization of the products and in turn empowerment of the entire working community of the clusters who is directly and indirectly linked to these units for their equipments were the major weakness of these small industries which may hamper them to flourish. Technological obsolesce may provide tough challenge by grooming technologies in the field of printing like digital printing. These small-scale industries of dyeing and printing become harmful for environment by its waste discharge. Changing demands and taste of consumer may shift their interest towards other products with novel designs and products.

There is a large scope for value addition & product range diversification through incorporation of embroidery, patchwork and other embellishment techniques. Eco-optimization and Eco-substitution in the printing process and recepies may boost road map for development of export quality products.

Table 5. Products, their specifications and price range

| S. No | Products                                      | Size       | Wholesale price (Rs) |
|-------|----------------------------------------------|------------|----------------------|
| 1.    | Pillow covers                                |            |                      |
|       | Pillow cover (single)                        | 17"x28"   | 40-50/-              |
|       | Pillow cover (2pc)                           | 17"x28"   | 70-100/-             |
|       | Pillow cover (dozens)                        | 17"x28"   | 330-350/-            |
| 2.    | Cushion covers                               |            |                      |
|       | Printed cushion covers (5pc)                 | 16x16     | 125-200/-            |
|       | Velvet cushion covers (5pc)                  | 16x16     | 300-450/-            |
|       | Decorative cushion covers (5pc)              | 16x16     | 250-400/-            |
| 3.    | Bolsters                                     |            |                      |
|       | Bolster                                      | 16" X 32" | 40-50/-              |
|       | Bolsters (2 pc)                              | 16" X 32" | 80-100/-             |
| 4.    | Single bed sheet                             |            |                      |
|       | Single bed sheet + Pillow cover              | 90"x50"   | 120-180/-            |
|       | Paired single bed sheet (2 pc without pillow cover) | 90"x50" | 200-300/-            |
| 5.    | Double bed sheet + 2 pillow covers (Handloom) | 90"x100" | 250-600/-            |
|       | Double bed sheet + 2 pillow covers (Fine quality) | 90"x108" | 500-1000/-           |
| 6.    | Diwan set                                    |            |                      |
|       | Diwan set (single bed sheet + 2 bolsters + 3 cushions) | 90"x60" | 320/-50/-500/-      |
|       | Diwan set (single bed sheet + 2 bolsters + 5 cushions) | 16" X 32" | 350-400/-          |
| 7.    | 3-D Printed bed sheets                       |            |                      |
|       | Paired single bed sheet (2 pc without pillow cover) | 90"x60" | 180-200/-/(pair)    |
|       | Double bed sheet + 2 pillow covers           | 90"x100"  | 170-225/-            |
| 8.    | Quilt cover (lihaf)                          |            |                      |
|       | Single bed                                   | 60"x90"   | 105-180/-            |
|       | Double bed                                   | 90"x100"  | 240-300/-            |
| 9.    | Mattress covers (pair)                       |            |                      |
|       | 3'x6"                                       | 115/-     |
|       | 3'x6'x5'                                    | 190/-     |
| 10.   | Velvet Sofa covers (6pc set )                |            |                      |
| 11.   | Towels                                       | 30"x30"   | 75,85,110,150,200/-  |
| 12.   | Kitchen duster (per piece)                   | 16"x24"   | 7-10/-               |
| 13.   | Cleaning dusters (dozens)                    | 20"x20"   | 90-100/-             |
|       |                                              | 24"x24"   | 105/-                |
livelhood. Concentrated, coordinated and focused approach for integration and modernization home furnishing industry of Pilkhuwa is the need of the hour. These not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, which in turn, reduces regional imbalances, assuring more equitable distribution of national income and wealth.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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