



## MITS RADIO 90.8 MHZ COMMUNITY RADIO STATION

### Report on

#### “Voices of the Loom: A Documentary Outreach at Neerugatti Palle Village”

14.11.2025 (Friday)



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MITS Community Radio 90.8 has consistently worked to amplify the voices of rural communities, artisans, and local groups who contribute significantly to the socio-economic fabric of the Madanapalle region. As part of the “MAA VOORU” program, the Radio team organized a special field visit on 14 November 2025 to Neeru Gatti Palle, a village known for its traditional Chenetha (Handloom) weavers. Our MITS Students with Sri. M. Narasimhacharlu, Program Manager, MITS Community Radio interacted with multiple stakeholders including individual weavers, community leaders, and youth members associated with the handloom sector. The purpose of the visit was to understand the current conditions, economic challenges, skill profiles, government support gaps, branding possibilities, and future expectations of traditional artisans.

#### **Profile of the Handloom Sector in Neerugatti Palle**

Neerugatti Palle is home to several families engaged in weaving for generations. The artisans predominantly produce Pattu Sarees, which require high skill, patience, and craftsmanship.



Despite their contribution to preserving Indian culture and traditional textile heritage, the handloom workers face multiple challenges: low income, limited market linkages, lack of branding, insufficient government support, and rising production costs.

The insights collected during the interviews shed light on these issues and point toward actionable recommendations.

### Interview 1: Interaction with Shri Chinnappa Garu (Chenetha Karmikudu)



Madanapalle, Andhra Pradesh, India  
3-146-14-5-a-6, 3rd Cross Rd, Neerugattupalle, Madanapalle,  
Andhra Pradesh 517325, India  
Lat 13.572596° Long 78.50287°  
Friday, 14/11/2025 12:05 PM GMT +05:30

### Experience and Background

Shri Chinnappa has been working as a Chenetha Karmikudu for the past **20 years**. His long-standing commitment to the craft reflects his deep expertise and dedication to weaving.

### Economic Condition

He earns about **₹500 per day**, which is insufficient given the skill and time required to produce quality handloom sarees. The wage structure does not match the nature of workload, cost of raw materials, or effort involved.

### Skill Set and Training

He specializes in Pattu Saree Making, a highly valued art form. He mentioned that he learnt his skills in Bangalore, highlighting that formal or government-sponsored training support within the local area is minimal.

### Government Support

When asked about government help, he stated **NO**, indicating that he has not received any schemes, financial aid, or weaving-related support.



### Role Models and Motivation

Interestingly, he mentioned that his **children are his role models**, which shows his aspiration to provide them a better future.

### Key Message

His message focused on one strong line: **“Government cooperation must.”** He emphasized that unless the government supports the handloom sector, the livelihoods of artisans will remain unstable.

### Interview 2: Interaction with Shri Subramanyam Garu (Chenetha Karmikudu)



### Educational Background and Experience

He has studied up to 10th class and has been working as a weaver for 25 years, showcasing significant experience in handloom operations.

### Economic Status

He reported having a little bit of economic problems, which reflects the unstable income patterns in the sector.

### Vision for Improving Chenetha Karmikula Conditions

According to him, two key actions are essential:

1. Government must purchase handloom products, ensuring guaranteed income.
2. Creating a brand for Madanapalle Handlooms, which will improve visibility and demand.



### Brand Development Strategy

When asked about how to develop a brand for Madanapalle:

- **Unity among weavers**
- **Producing high-quality cloth**
- **Continuous government encouragement**

These steps, he believes, can help revive the traditional weaving cluster.

### Interview 3: Interaction with Shri Ramesh Garu (President, Chenetha Karmikula Sangham)



As the president, Shri Ramesh represents the collective concerns of local weavers.

### Support and Benefits

He stressed that the government must modify welfare schemes every year to match rising costs and challenges. He suggested that ₹24,000 per year should be offered to every weaver to stabilize their income.

### Concerns about Disappearing Chenetha Vyavastha

He expressed concern that the traditional handloom system is gradually disappearing, mainly due to:

- Lack of adequate support
- Shift towards mechanized textiles
- Insufficient promotion of handloom products

He appealed that strong government encouragement is urgently required to save this industry from extinction.



### Interview 4: Interaction with Ms. Anjali Priya (Youth Representative)



#### Background

She is pursuing **Physiotherapy**, but shows interest in the preservation of cultural and traditional textile arts.

#### Thoughts on Chenetha Development

She highlighted the importance of:

- Originality in handloom products
- Protection of Indian culture

#### Technology Usage

She stated that technology is being used for branding, but added that **electricity bills must be reduced** to make weaving affordable.

#### Suggestions

She emphasized:

- Reduce GST
- Implement advanced technology
- Strengthen offline marketing methods, as offline reach provides authenticity and trust for traditional products.

#### Marketing Strategies

According to her, offline methods work better because customers can directly see, feel, and understand the quality of handloom sarees.



### Outcome

The field visit to Neerugatti Palle provided a clear understanding of the real-life challenges, aspirations, and expectations of Chenetha Karmikulu, revealing issues such as low daily income, lack of government support, high production costs, and the absence of branding and market linkages. The interviews highlighted the need for financial assistance, training, unity among weavers, and strong government intervention to revive the traditional handloom sector. Stakeholders emphasized improving quality, reducing electricity costs, lowering GST, and encouraging both offline marketing and technology adoption to enhance visibility and sales. Overall, the visit enabled the MITS Community Radio team to capture authentic voices from the weaving community, offering valuable insights for future planning, policy discussions, and community-based support initiatives.

### Linkage to United Nations Sustainable Development Goals (UN-SDGs)

#### SDG 1 – No Poverty

The handloom workers interviewed earn **very low daily wages (₹500/day)** and face economic instability. The recommendations annual financial support, subsidies, and government procurement directly address poverty reduction and support vulnerable rural households.

#### SDG 8 – Decent Work and Economic Growth

This study strongly reflects SDG 8 because Weavers possess high skill levels but lack adequate income and They need better work conditions, fair wages, and supportive government schemes.

#### SDG 5 – Gender Equality (Indirect Link)

In many handloom households, **women participate** in weaving and related tasks. Supporting this sector strengthens women's skill utilization, income, and empowerment.

### Conclusion

The field visit by MITS Community Radio 90.8 to Neerugatti Palle successfully captured the voices, struggles, and aspirations of Chenetha Karmikulu. Their insights reflect a community rich in talent yet constrained by economic, technological, and institutional barriers. The interviews strongly emphasize the need for government intervention, branding initiatives, financial support, and market development strategies.

MITS Community Radio extends heartfelt thanks to all the participants and remains committed to supporting rural artisans through awareness, outreach, and public engagement programs. The voices recorded during this visit will serve as valuable evidence for policymakers and community development agencies working toward the upliftment of handloom workers.