

**IDENTITY CRISIS LOOMING IN INDIAN HANDLOOM SECTOR FOLLOWING COVID - 19
LOCKDOWNS**

ABSTRACT

Handlooms establish a timeless aspect of rich cultural heritage of India. As a commercial activity, handlooms inhabit a place second to agriculture in providing a living to the people. The element of art and craft present in Indian handlooms makes it a probable sector for the upper sectors of global and domestic market.

The crisis caused by Covid — 19 gave rise to an unexpected disturbance of business across the globe and the Indian economy. The handloom sector has too been sternly affected as with all the areas in economy with their traditional and contemporary markets for artisans being totally closed. The sector has experienced a sudden delaying of orders as retailers themselves are closed due to the worldwide lockdown and no signs of retrieval as the crisis unfolds. Cash flow has stopped, with buyers unable to make payments and no sales happening at all. Small artisans and producer groups do not have the financial cushioning to hold through such a crisis nor would they get credit supplies from raw material suppliers.

KEYWORDS: Handloom Crisis, Problem of Weavers, Identity Crisis of Weavers,