

## **MARKETING COMPLICATIONS OF DEMOGRAPHIC PROFILE OF HANDLOOM WEAVERS: EMPIRICAL EVIDENCE FROM ANANTHAPUR DISTRICT OF ANDHRA PRADESH**

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### **ABSTRACT**

*The handloom sector has a unique place in Indian economy and plays a vital role in the economic development of the rural poor. It is one of the largest economic activities providing direct employment to over 65 lakhs persons engaged in weaving out of this, more than 40 percent are women and majority of them are low caste and extremely poor, working in small family units. This sector contributes nearly 19 percent of the total production of the cloth produced in the country and also adds substantially to the export earnings. The handloom sector in India is one of the oldest, primarily rural based, non-farm sectors that is the second largest employment generator in the country after agriculture. The sector is slowly losing its competitiveness due to several due to several external forces. More importantly, the handloom supply chain that depend on traditional methods has not been able to match with changing times, resulting in declining market share, impacting weaver income. In this sector suggest that in order to survive, the sector needs immediate attention that revolves around adoption of modern technology and new marketing practices. Business of today surviving and expanding due to technology adoption. This paper makes an attempt to discuss the problems faced by the handloom sector in Anantapur district of Andhra Pradesh and marketing complications of handloom weaver's empirical evidence of socio-economic status in Ananthapur district.*

**Keywords:** Handloom weavers, Marketing, Socio-economic conditions, Livelihood, Marketing Problems

### **1.0. INTRODUCTION**

Handloom weaving is one of the largest economic activities after agriculture, providing direct and indirect employment to 35.23 lakh weavers and allied workers (Ministry of Textiles, Government of India, 2021). The sector contributes nearly 15 per cent of the cloth production in the country and also contributes to significant export earnings of the country. 95 per cent of the world's hand woven fabric are exported from India (Ministry of Textiles, Government of India, 2021). Handloom as an industry has huge potential in terms of revenue generation and employment, it is eco-friendly and suitable, with one of the lowest carbon footprints. However, with changing customer taste and preferences and rapid changes in manufacturing process, the sector is plagued with various problems like stiff competition from power loom sector, low innovation and product diversification and dependency on middlemen for selling of handloom products. Handloom products are primarily sold through government – organized fairs and in local markets. Distribution bottlenecks hamper their availability to the urban consumer, there by impacting repeat purchase by many urban consumers. This sector requires immediate redressal for the survival and growth of handloom weavers in the form modern technology and new marketing practices.<sup>1</sup>

Handloom weaving is the traditional occupation in India. The handloom sector in India is the largest sector next to agriculture. Handloom sector has been organized in three predominant forms of weavers such Independent weavers, co-operative system weavers and wage weavers. The most prevalent system is that of the wage weavers. Presently, most of these wage work at takes at place from home. Their work ranges from pre-loom processing to mere weaving, at different places. The handloom industry is largely household-based, carried out with labour contributed by the entire family. It is dispersed, spread across thousands of villages and towns in the country. In the present

economic climate where dependency on foreign capital and know how s increasing all round, the handloom industry presents a sustainable models of economic cavity that is not energy intensive and has low capital costs, as well as an extensive skill base. Its survival in and adaptability to, a wide range of economic conditions also needs to be understood in a proper perspective, in order to underline the inherent viability of this enterprise. Therefore, an objective appraisal of the handloom industry is the need of the day.

Andhra Pradesh has traditionally been one of the major handloom weaving regions of India. The state has the second largest concentration of weavers in the country after neighboring state, Tamil Nadu, with 6 lakh weaver families. In Andhra Pradesh, many, either work on their own or are attached to master weavers. At present, this activity provides full and part time employment to about 40 lakh persons. Weaving is a household activity, carried on by weaver artisans with the assistance of family labour, producing for a commercial market. It is largely a rural activity and is virtually synonymous with cotton fabrics and cotton accounting for about 79 per cent of the yarn consumed in the state. Some varieties of saris produced on the handlooms in Andhra Pradesh are among the world's finest pieces and known for their immaculate warps and wafts, eye catching shades and alluring texture. About 70 per cent of the looms in Andhra Pradesh produce traditional apparel items. Although handloom weaving exists in all districts of Andhra Pradesh, there are considerable differences between various regions within the State, with regard to numbers of weavers and looms, trends therein and products made. There is also a huge regionally specific product variation. In some areas very exclusive products are made, for instance in Vetapalem (Prakasam District), where saris are produced with real gold threads woven into the-silk product. The names of the weaving centers or villages sometimes even function as a kind of brand name, because the same products are not produced elsewhere.<sup>2</sup>

## **2.0. LITERATURE REVIEW**

**C. V. Divya, C. V. Gopika and M. B. Krishna (2020)**, that the conducted "Study on Financial Problems Faced by Handloom Weavers in Chendamangalam Cooperative Society", this study was conducted in Chendamangalam handloom cooperative society, Paravoor in Ernakulam district of Kerala. The study was conducted to find about the various problems faced by the traditional handloom weavers, including financial problems. And also, the study concentrates on the availability of various Government schemes available to support the handloom weavers. The study finds that insufficient to meet their day-to-day activities. The study also finds that the financial support from the side of Government is very limited. The study recommends that wage hike is the need of the hour and the wages should be provided to them without any delay. The immediate intervention of the Government is inevitable for the survival of this handloom weavers.<sup>3</sup>

**Sudhir Maddela and Pradeep, M, (2019)** the conducted "Problems of handloom weavers (a case study of mangalagiri, guntur district)", Handloom industry is the largest cottage industry in the country. The sector is very important from the point of view of its size and employment potential. It provides direct and indirect employment to over 13 million weavers and is the largest economic activity second only to agriculture. Handloom weavers are facing hardships in carrying out their livelihood on handloom due to competition with power loom sector, marketing problem, infrastructural constraints, and rising yarn prices. Similarly, the containing features of in the handicrafts sector are scarcity of appropriate raw material, lack of infrastructure facilities.<sup>4</sup>

**Dr.Dharam Chand Jain, Miss Ritu Gera, (2017)**, they have conducted that research paper named "An Analytical Study of Handloom Industry of India" based primarily on secondary data available on handloom sector of India. The findings of the paper suggest that the weavers lack knowledge about the modern techniques of production, packing, designing, promotion etc. Therefore, for the development and promotion of handloom industry there is a need of extensive research in this field.<sup>5</sup>

**Anu Varghese and Dr. M H Salim (2015)**, they have carried out a work entitled "Handloom Industry in Kerala: A study of the problems and challenges" to study the significance of handloom

industry in India, to make a detailed study of major problems and challenges of handloom industry in Kerala state, and to suggest suitable remedial strategies and policy options for the healthy growth of the handloom sector in Kerala. The paper is descriptive, analytical and is based primarily on secondary data, and also on primary data collected through interviews with the major stakeholders.<sup>6</sup>

### **3.0. SIGNIFICANCE OF THE PRESENT STUDY**

The handloom weavers of Andhra Pradesh in general, and the weavers of Anantapur district, in particular are facing acute problems of terrible poverty and under employment to do furthermore out livelihood majority of them are struggling hard to survive and some others have committed suicide as well. Hence this study is focused on the socio-economic conditions of weavers. Therefore, there is a need to study scientifically the living conditions of the weavers and the factors responsible it focused.

### **4.0. STATEMENT OF THE PROBLEM**

The socio-economic life of the large number of weavers is deplorable. A majority of the weavers are in the country not financially sound because of the inadequate earnings from their professions. The performance of the existing institutional infrastructure for financing the handloom industry is far from satisfactory. In some places, the co-operative societies which are founded primarily for improving socio-economic conditions of the weavers are found to be almost in development stage. So many problems are faced by the handloom sector even it provides a livelihood to the majority of the people in the country. The sector faces various problems in many fields like production, marketing and finance. This study focuses some of the important problems faced by the handloom weavers along with the suggestions to these problems. The problems are in Ananthapur district.

- Insufficient Finance
- Lack of supply of raw material
- Supply of poor quality of yarn
- Malpractices of master weavers
- No up-gradation of looms
- Underutilization of marketing channels
- Absence of innovative designs and combination of colours
- Lack of co-operation among the weaver members

In view of this, there is an inclusive need to undertaking a comprehensive study of the problems faced by handloom weavers covering aspects such as, the impact of problems of weavers, structure of handloom weavers living conditions.

### **5.0. OBJECTIVES OF THE STUDY**

The main objectives focuses are presented in the handloom weavers in Ananthapur district as follows:

1. To study the socio-economic condition of the handloom weavers in the study area.
2. To study various challenges faced by handloom weavers with respect to sales and marketing in the study area.

### **6.0. METHODOLOGY**

The present study the socio-economic condition of the Handloom weavers in the Anantapur district, this study aims to study the study the how to reduce the socio-economic condition and various challenges faced by handloom weavers with respect to sales and marketing. The study is based on primary and secondary data. The primary data was collected from the Anantapur district of Andhra Pradesh, with sample size of 240 respondents by using a structured questionnaire. The secondary data was collected from published in various survey reports of Government of India

Journals, Magazines, books and websites.

**7.0. RESULTS AND DISCUSSION**

Find out the Demographic profile of Handloom Weavers in Ananthapur District is presented in the table 1

**Table 1 : Demographic profile of Handloom Weavers in Ananthapur District**

S.NO	Particulars	Number of Respondents	Percentage	
1	Gender	Male	188	78.3
		Female	52	21.7
		<b>Total</b>	<b>240</b>	<b>100.00</b>
2	Age	18-29	54	22.5
		30-39	113	47.1
		40-49	47	19.6
		50 Above	26	10.8
		<b>Total</b>	<b>240</b>	<b>100.00</b>
3	Education Levels	Illiterate	79	32.9
		Primary	92	38.3
		Secondary	47	19.6
		Graduation &above	22	9.2
		<b>Total</b>	<b>240</b>	<b>100.00</b>
4	Marital Status	Married	187	77.9
		Unmarried	53	22.1
		<b>Total</b>	<b>240</b>	<b>100.00</b>
5	Social Group	BC	158	65.8
		SC	36	15.0
		ST	27	11.3
		OC	15	6.3
		Others	4	1.7
		<b>Total</b>	<b>240</b>	<b>100.00</b>
6	Number Of Dependents	1	5	2.1
		2	65	27.1
		3	83	34.6
		4 & Above	87	36.3
		<b>Total</b>	<b>240</b>	<b>100.00</b>
7	No of family member involved in weaving	1	119	49.6
		2	80	33.3
		3	17	7.1
		Whole Family	24	10.0
		<b>Total</b>	<b>240</b>	<b>100.00</b>
8	Income	Below 5000	48	20.0
		5000 to 10,000	54	22.5
		10,000 to 15,000	85	35.4
		15,000 & above	53	22.1
		<b>Total</b>	<b>240</b>	<b>100.00</b>
9	Loan	Yes	80	33.3
		No	161	67.1

		<b>Total</b>	<b>240</b>	<b>100.00</b>
10	Source of Debt	0	55	22.9
		Money lender	13	5.4
		Master Weaver	48	20.0
		Banks	75	31.3
		Others	49	20.4
		<b>Total</b>	<b>240</b>	<b>100.00</b>
11	Purpose of Loan	0	57	23.8
		Spouse Education	22	9.2
		Family Burdens	52	21.7
		Medical	20	8.3
		working capital requirement	29	12.1
		Others	60	25.0
		<b>Total</b>	<b>240</b>	<b>100.00</b>
12	Type of House	Thatched	30	12.5
		Tiled	87	36.3
		Shed	61	25.4
		Tinny	62	25.8
		<b>Total</b>	<b>240</b>	<b>100.00</b>
13	Ownership	Owned	153	63.8
		Rented	87	36.3
		<b>Total</b>	<b>240</b>	<b>100.00</b>
14	Basic Facilities	0	1	0.4
		Yes	167	69.6
		No	72	30.3
		<b>Total</b>	<b>240</b>	<b>100.00</b>
15	Type of weaver	Independent Weaver	116	48.3
		working for Master Weaver	118	49.2
		Co-operative Weaver working independently	5	2.1
		Others	1	0.4
		<b>Total</b>	<b>240</b>	<b>100.00</b>
16	Handloom occupation	Heredity Occupation	83	34.6
		Only work Known	125	52.1
		Lack of skills in other areas	15	6.3
		No other work to do	17	7.1
		<b>Total</b>	<b>240</b>	<b>100.00</b>

**Source:** Field Survey

The above table 1 explaining the particulars of Gender, Age, Education levels, Marital status, Social group, Number of departments, Income, Loan, Source of Debt, Purpose of loan, Types of house, Ownership, Basic facilities, Types of weavers and Handloom occupation of Demographic profile of handloom weavers in Ananthapur district. In the category of gender, majority of 78.3 per cent (188) are male compared to 21.7 per cent (52) female. In the category of age is divided in to five types i.e., 18-20, 30-39, 40-49 and 50 above. Among the majority of 47.1 per cent (113) belongs to 30-39 years, followed by 22.5 per cent (54) 18-29 years, 19.6 per cent (47) 40-49 years and 10.8 per cent (26) 50 above years. The education levels of respondents divided in to four categories, majority of 38.3 per cent (92) primary, 32.9 per cent (79) illiterate, 19.6 per cent (47) secondary and 9.2 per cent (22) graduate and above. In the category of marital

status, majority of 77.9 per cent (187) are married compared to 22.1 per cent (53) unmarried. In the category of social group divided in to five types i.e., OC, BC, SC, ST and others. Among the majority of 65.8 per cent (158) belongs to BC, followed by 15.0 per cent (36) SC, 11.3 per cent (27) ST, 6.3 per cent (15) OC and 1.7 per cent (4) others. In the category of number of the departments in to four categories i.e., 1 to 4 and above. Among the majority of 36.3 per cent (87) followed by 36.6 per cent (83) are 3 departments, 27.1 per cent (65) 2 departments, 2.1 per cent (5) is 1 department. In the category of number of family members involved in weaving is divided in to four categories of 1 to 3 and whole family. Among the majority of 49.6 per cent (119) are 1 followed by 33.3 per cent (80) 2 respondents, 10.0 per cent (24) whole family and 7.1 per cent (17) is 3 respondents. In the income level of respondents, majority of 35.4 per cent (85) are Rs. 10,000 to 15,000 followed by 22.5 per cent (54) Rs. 5,000 to 10,000, 20.0 per cent (48) below 5,000 and 22.1 per cent (53) Rs. 15,000 & above. In the category of loan, majority of 67.1 per cent (161) are yes compared to 33.3 per cent (80) no. In the category of source of debt is four types i.e., money lender, master weaver, banks and others. Among the majority of 31.3 per cent (75) are banks followed by 20.4 per cent (49) others, 20.0 per cent (48) master weaver and 5.4 per cent (13) money lender. In the category of purpose of loan is divided in to seven types i.e., 0 respondents, spouse education, family burdens, medical, working capital, requirement and others. Among the majority of 25.0 per cent (60) are others followed by 23.0 per cent (57) 0, 21.9 per cent (52) family burdens, 9.2 per cent (22) spouse education and 8.3 per cent (20) medical. In the category of type of house i.e., thatched, tiled, shed and tinny. Among the majority of 36.3 per cent (87) are tiled followed by 25.8 per cent (62) tinny, 25.4 per cent (61) shed and 12.5 per cent (30) thatched. In the category of ownership, majority of 63.8 per cent (153) are owned compared to 36.3 per cent (87) rented. In the category of basic facilities, majority of 69.6 per cent (167) are yes compared to 30.3 per cent (72) no and 0.4 per cent (1) 0 basic facilities. In the category of type of weaver i.e., Independent Weaver, working for Master Weaver, Co- operative Weaver working independently and others. Among the weavers majority of 49.2 per cent (118) are working for Master Weaver followed by 48.3 per cent (116) Independent Weaver, 2.1 per cent (5) Co-operative Weaver working independently and 0.4 per cent (1) others. In the category of handloom occupation is divided in to four categories i.e., Heredity Occupation, Only work Known, Lack of skills in other areas and No other work to do. Among the majority of 52.1 per cent (125) are Heredity Occupation followed by 34.6 per cent (83) only work known, 7.1 per cent (17) no other work to do and 6.3 per cent (15) lack of skills in other areas.

**8.0. MARKETING COMPLICATIONS OF HANDLOOMS WEAVERS ASFOLLOWS**

The following is marketing of handloom weavers in Ananthapur district the major outcome of product mention in the below categories. Do you sell your finished Products is presented in the table 2

**Table 2 :Do you sell your finished Products**

S. No	Particulars	No. of Respondents	Percent (%)	Chi-Square Value
1	Local market	92	38.3	59.9** ( p-value =0.00001)
2	Master Weavers'	72	30.0	
3	Societies	11	4.6	
4	Others	65	27.1	
<b>Total</b>		<b>240</b>	<b>100.0</b>	

**Source:** Field Survey

The table 2 explains the do you sell your finished products handlooms weavers from Ananthapur district. Among the 240 sample respondents that the majority of 38.3 per cent (92) of the

sample respondents are sells products of the local market in anathapur district, followed by 30.0 per cent (72) of the sample respondents sell products of the master weavers, 27.1 per cent (65) of the sample respondents sell products of the societies, 4.6 per cent (11) of the sample respondents sell products of the others in Ananthapur district. It is concluded that majority of the sample respondents sell finished products in the local market of handlooms weavers. The results reveal that of Chi-Square Test, regarding do you sell your finished products about particulars, the chi-square value is given by 59.9 (p - value 0.00001) which is Significant at 0.01 Level. Conclude that there is a significant do you sell your finished products about particulars. Term of sale is presented in the table 3

**Table 3 :Term of sale**

S. No	Particulars	No. of Respondents	Percent (%)	Chi-Square Value
1	Cash	149	62.1	227.53** ( p-value =0.00001)
2	Credit	15	6.3	
3	Cash Credit	75	31.3	
4	Others	1	0.4	
<b>Total</b>		<b>240</b>	<b>100.0</b>	

**Source:** Field Survey

The above table 3 reveals the term of sales of handloom weavers from Ananthapur district. Among the 240 sample respondents that the majority of 62.1 per cent (149) of the sample respondents are cash sales of handlooms weavers from Ananthapur district, followed by 31.3 per cent (75) of the sample respondents cash credit sales, 6.3 per cent (15) of the sample respondents credit sales and 0.4 per cent (1) of the sample respondents other sources of sales at handloom weavers in Ananthapur district. It can be concluded that majority of the sample respondent's term of sales on cash. The results reveal that of Chi-Square Test, regarding term of sale about particulars, the chi-square value is given by 227.53 (p - value 0.00001) which is Significant at 0.01 Level. Conclude that there is a significant term sale about particulars.

### 10.0. FINDINGS

- 78.3 per cent respondents are males are engaging in weaving occupation only 21.7 per cent respondents are females engaging in weaving occupation the male respondents have dominating position in this industry.
- 47.1 per cent of majority respondents are between 30- 39 years age group, and least percent above 60 years age group respondents have 10.8 per cent Younger generations are not choosing this profession.
- The majority of the 38.3 per cent respondents have primary education, 9.2 per cent respondents are graduate and above education levels.
- 77.9 per cent respondents are married are handloom weavers and 21.1 per cent respondents are unmarried.
- The majority respondents have total social group is BC, only, 15.0 per cent SC, 11.3 per cent ST and 6.3 per cent OC other is 1.7 per cent of handloom weavers of customers in Ananthapur district.
- The majority 49.6 per cent respondents have no of family member involved in weaving one family and least 7.1 per cent are 3 family members of handloom weavers.
- The majority respondents have total family annual income is 10,000-15,000, only and least family income is below 5000 of 20.0 per cent of handloom weavers.
- 67.1 per cent respondents are yes are engaging in loan facility in handloom weavers and

- 33.3 per cent respondents are now engaging in loan facility in handloom weavers.
9. Majority respondents are depended debt source banks and lest source of money lender in handloom weavers.
  10. 49.2 per cent of sample respondents working form master weavers, 48.3 per cent independent weavers, 2.1 per cent Co-operative Weaver working independently and 0.4 per cent others of different types of weavers.
  11. Majority of sample respondents 52.1 per cent only work know of the handloom occupation only. 34.6 per cent of the heredity, 7.1 per cent of the no other work to do and 6.3 per cent of the lack of skills in other areas weavers.
  12. Majority of the sample respondents sell finished products in the local market of handlooms weavers.

### **11.0 . SUGGESTIONS**

- Government should take proper measures to provide the food security.
- Should provide minimum wage employment programmes to all categories of theweavers. As a result, their level of income will increase and fulfil their basic needs.
- Government should encourage the independent weavers with low and special interest.
- Government should take necessary measures to reorganize the defunct co-operative societies and take necessary actions on them.
- There is a need for inclusive legislation on occupational health and safety for the handloom sector
- Market enhancement will help cultural sustenance as it will increase rural income enhancing livelihood, desire lesser urban migration and preserve the skill of weaving.
- Logistical development in the backward and forward market of the handloom industry is vital for the ecology.
- Channelized Government support and intervention in the marketing and advertising is essential for the growth and development of handloom.
- Market exposure of the actual weavers to the trending market will be a motivational factor, which can sometimes be a Governmental initiative.
- New trending market platform could evolve with technologizing the market links and internet platforms, this will shorten the distribution channel and profit maximization is inevitable.
- The government should set up production centres for every 1000 weavers in areas where the weavers are concentrated and these production centres must supply the required inputs to the weavers and average for the marketing of the handloom cloth.
- The government should take steps for the conversion of pit looms into modern looms, to increase the productivity and earnings of the hand loom weavers.
- Providing training to the weavers which is necessary in the development of new designs and methods of production to attract the consumer from textile cloth production would prove helpful in resolving the crisis to a considerable extent in Ananthapur district.

### **12.0 CONCLUSION**

The social, cultural and economic importance of handloom industry in Ananthapur district cannot be ignored. The handloom textile is ecologically three times more environmentally friendly, the minimal use of energy and use of natural based dyes amongst others are a positives environmentally. Socially, handloom has integrated employment opportunities for both men and women. Also, handloom being a skill handed down from generation preserves the cultural heritage of India. Economically, handloom is predominantly rural based, as such it has provided employment opportunities for the rural society. Moreover, handloom has played an integral part in supplementing the income of rural farmers whom have used it during seasonal breaks. It can be said that handloom has a high sustainability potential. However, it is important to identify and recognize the main constraints of the development of the industry. According to the literature, issues such as the

disconnect of handloom product from market trends, instability of yarn supply, quality of yarn and need for skill upgradation have been a recurring theme with regards to the product. Structurally, the predominance of middlemen and high dependency on subsidy/ rebates seem to disrupt the handloom industry.

For the handloom industry to move towards integrated sustainability, efforts are needed to improve the marketing aspects. These aspects include, but not limited to, development of a centralized marketing channel and distribution network that balances both ecommerce and physical market, promotion of handloom products developing a distinguishable brand identity, developing a pricing strategy that benefits the weavers and widening the handloom product utility. Handloom products are culturally and ecologically friendly and there is a huge urgency to integrate them to the modern fashion and in the textile industry. The energy and power consumption from the heavy industrialized synthetic textile industry have been seen to contribute a large amount of carbon and other caustic pollutants. This also comes along with urbanization and congestion in the urban population. Furthermore, being a skill and to some extent, a tradition passed down form generations, handloom weaving represents in Ananthapur district, culture and thus an important component of cultural preservation. More efforts need to be given in the proper research and marketing of these handloom productivities. This study strongly suggests that enhanced marketing with proper research, analysis and implementation will prove sustainability of handloom weavers in Ananthapur district.

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