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### A STUDY ON PROBLEMS OF MAT WEAVERS IN PATTAMADAI

**Dr. S.Jayakumar,**

Assistant Professor and Head of the Department of Commerce,  
Sardar Rajas Arts and Science College Vadakankulam, MS University – Tirunelveli

#### INTRODUCTION

The mats are used as floor covering in Indian homes serving the same purpose as the woolen carpets and hence in many places are dyes or ornamented with silk work. Mats are also used as wall decorations, table covers, bedspreads and for various other purposes, floor mats are commonly made in South India. The socio-economic conditions of our country have many impacts on the cottage industries which are the back bone of the rural economy. the researcher has noticed number of mat weavers in Pattamadai their fore it is the need of the day to assess the condition of mat weaver and to take necessary step to protect them for sickness and death in this spirit the researcher has chosen socio condition of mat weavers in Pattamadai the most famous place for mat weavers in India for his study.

#### OBJECTIVES OF THE STUDY

- To Know the production and marketing of mat weavers.
- To assess the problems faced by the mat weavers.

#### SCOPE OF THE STUDY

The researcher makes an attempt to study the socio-economic background of the mat weavers in Pattamadai, the problems faced by them in getting funds from banks, co-operative society and the problem faced in getting material for the product by the mat weavers in Pattamadai

#### SAMPLE DESIGN

The researcher has selected the convenience sampling method. The researcher has chosen 50 mat weavers were from the population as per the convenience of the researcher.

#### DATA COLLECTION

The respondents selected for the study were mostly met at their house. The required primary data were collected by interview schedule.

#### TOOLS FOR ANALYSIS

The use of statistical tools helps us to evaluate the problem under the study in a judicial manner. While analyzing the primary data statistical tools such as tables, graphs, percentage, and ranking techniques are used to analysis the problems and prospects of mat weavers in Pattamadai.

#### DATA ANALYSIS AND INTERPRETATION

**Classification of mat weavers on the basis of fixing the price:**

##### CLASSIFICATION OF MAT WEAVERS ON THE BASIS OF FIXING THE PRICE

Fixing the price	No. of Respondents	Percentage
Self	15	30
Society	27	54
Agent / broker	2	4
Retailer	6	12
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

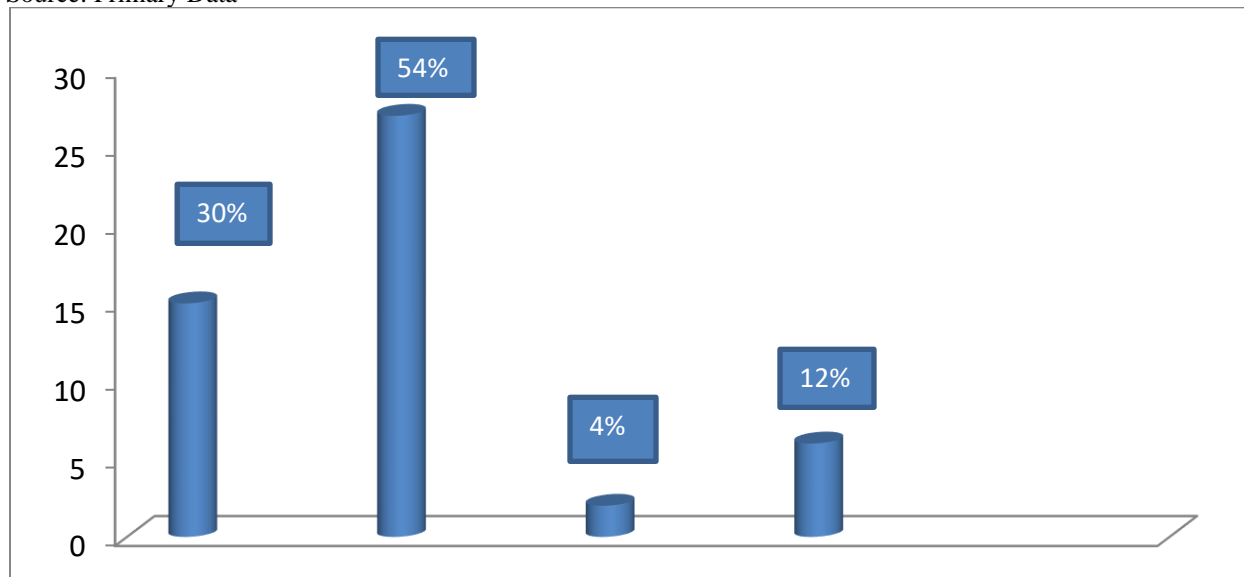


Table shows that out of 50 respondents 30 percent of the respondents are fixing the price by them own and following by 54 percent of the respondents are fixing the price by society another 4 percent of the respondents are agent / broker and another 12 percent of the respondents are retailer.

### MARKETING PROBLEMS MAT WEAVERS PRODUCERS

Classification of the mat weavers by production relative problems

#### MARKETING PROBLEMS OF MAT WEAVERS PRODUCERS

Sl. No	Production Problems	SA	A	NO	DA	SDA	Total
1.	Lack of raw material	18(36.0)	17(34.0)	2(4.0)	7(14.0)	6(12.0)	50(100)
2.	Lack of workers	17(34.0)	19(38.0)	2(4.0)	5(10.0)	7(14.0)	50(100)
3.	Lack of demand	22(44.0)	17(34.0)	1(2.0)	9(18.0)	1(2.0)	50(100)
4.	Lack of rainy season	34(68.0)	10(20.0)	1(2.0)	4(8.0)	2(4.0)	50(100)
5.	Lack of finance	18(36.0)	13(26.0)	1(2.0)	10(20.0)	9(16.0)	50(100)
6.	Competition by plastic mate	22(44.0)	12(24.0)	2(4.0)	12(24.0)	6(14.0)	50(100)
7.	Lack of motivation	15(30.0)	15(30.0)	2(4.0)	10(20.0)	8(16)	50(100)

Source: Primary Data

The above table reveals that most of the mat weavers either strongly agree or agree with the statements of production problems. Among the mat weaver, majority of 68.0 per cent are strongly agree with the statement 'Lack of finance' and next majority of 38.0 per cent are agree with the statement 'Lack of motivation'. It is inferred that majority of the mat weavers face the production problems of finance.

### FINDINGS

- It is clear from the study that majority of the respondents are facing problems due to lack of finance. So the government should provide the assistance to mat weavers.
- Majority of the respondent 54 per cent sell their product to the co-operative society. They as avail loan.
- The analysis reveals that majority (54 per cent) of the mat wavers had invested below Rs.1000.

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- It is identified that majority of the mat weavers face the production problems of there is minimum amount of orders minimum amount of employers required.

### SUGGESTIONS

- Co-operative societies should give more importance to promotional strategies and government should give promotion subsidy to well established mat weavers. Co-operative society can employ interesting sales promotion tools like coupons, free gifts etc to create interest and excitement to the customer to buy mat weavers. Publicity is one of the essential factors, which influence the sale of the mat weavers. Therefore government should provide special publicity drive to promote mat weavers
- The government should help the weavers for purchasing the new modern machine of mat loom
- The various intuition should conduct the exhibition mainly for their mat weavers to sell their product

### CONCLUSION

The study gives a clear idea of socio economic conditions of mat weavers in Pattamadai. it is hoped that suggestions made in this study, will help in solving many problems of the poor and downtrodden mat weavers who, the challenges faced by scientists, researchers, extension workers and farmers in the next millennium would be to find appropriate ways of utilizing the earth's resources to feed the expanded human population with the improved living standards in the rural areas. Directly, it provides massive employment opportunities to the mat weavers, indirectly a significant section rural mass gets livelihood through marketing mat based products. Due to modernization of many industries, the mat weavers face lot of problems such as low wages, poor working conditions seasonal temporary employment so, the government must take necessary steps to overcome their problems and improve their socio economic condition.

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