

A STUDY ON PROBLEMS FACED BY THE COTTAGE WEAVERS IN CO-OPERATIVE SOCIETIES IN TENKASI**Mrs. M. Nithya**

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INTRODUCTION

Handloom weaving had its bondage with the cultural heritage of our country over generations and had a long tradition of excellence. The products of handloom are famous for its artistic elegance and intricate designs irrespective of the backwardness when compared to earlier history. The handloom products had an extensive market towards fulfilling the clothing needs of the Middle East and European countries before Industrial revolution. Hand weaving was adapted as hereditary occupation by the Indian craft workers and is well known for hand spinning, hand printing, and hand dyeing. The historical records also show that the handloom textiles and handloom products of India established a more significant reputation and recognition in the international market. The initiation of hand weaving practice in India happened during 1409, which was about 5800 years ago. There were several references in the Indian religious scripts about the handloom weaving. The glories of the handloom industries in the past could be pictured from the historical records of Fasiyan, Huan Tsang, Bernier, Garriri, Tavernier, General Ormi, and Marcopolo. Many people from East and West used hand weaved clothes on those days. Notable people such as Herodotus of Greece and scholars such as Magasthanese and Pliny are also spoken about Indian clothing. The handloom sector is largest cottage industry during the past when compared to hundreds of small-scale and cottage arts and crafts that spread with more than 30.22 lakh looms across the different parts of the country

REVIEW OF LITERATURE

Nagen Das et.al (2007) in their research on "Development of Handloom industry" observed that the problems and difficulties faced by the handloom weavers of states such as Orissa and Assam of India. Research analyzed the common problems of the handloom industry with special reference to the Orissa state, and argued the case for conversion of handloom into power looms to increase productivity. The researcher identified that there was stiff competition from cheap mill cloth and artificial fabrics to the handloom industry as the most serious issue to manufacture and market handloom products. The researchers recommended the abandoning of the outmoded techniques and introduction of new ones to suit the changing spirit of the time to save the industry.

Nagarajan (2007) had conducted a study on "Production with Reference to Productivity in Arignar Anna Industrial Weavers Production and Sales Society Limited, Pauparapatty, Dharmapuri District - A Case Study". This study deals with production with reference to productivity in Arignar Anna Industrial Weavers' Co-operative Production and Sales Society by using a number of ratios and calculations. Then he offers valuable measures of the efforts that should be made to arise more share capital from the members of the societies. The commercial banks also should extend loans to co-operative societies and the co-operative spinning mills should produce more hank yarn to meet the demand and supply gap of Yarn.

Sundari, S et.al (2006) have analyzed the problems of women workers in handloom industry. Researchers have observed that the participation of women workers in the weaving sector is very high. And most of the women workers live below the poverty line. The authors have identified that reasons for poor standard of living below poverty line is because of insecurity job, low wages and lack of skill. And further authors have suggested that the government has to play an important role to lift the women workers those who are living below the poverty line.

Subathra (2007) Explained in her study that, India has adopted a developmental model based on protection of domestic industry against foreign competition. It also speaks about the creation of a public sector, a degree of protection for the small-scale and labor-intensive industrial production in the decentralized sector against large-scale capital-intensive production in the domestic sector. It was followed for thirty years since independence with the

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changes in policy, although a major variation in the direction of a more export-oriented strategy emerged late in the 80s. While mixed economy policy of Nehru aimed to protect traditional industries and bring up modern industries. Government of Narashimha Rao followed Rajiv Gandhi's policy of clearing the way for liberal economy. This had meant curbing all constraints/restrictions over 'Protected Interests'

STATEMENT OF THE PROBLEMS

Cottage industry is found to be the age-old source of employment for millions and millions of people in India. There were no machines for cloth manufacturing until the 19th century; therefore, handloom was the sole supplier to fulfil the entire needs of clothing around the world. Handloom is a traditional industry; the production is bound by traditions with cultural values. However, during recent times, it is considered as a sunset industry, and there is an analysis that gives a clear involvement of technologies, computerisation, innovations, and sophistication; still, there are people who support handloom products for the traditional values, ideology, philosophy, absolute love for the products and economic arguments. Handloom weavers are facing a crisis during the recent period because of not getting sufficient work and proper compensation for the same. The handloom producers also face losses due to unfair competition, stealing, debauchery. The handloom sectors are losing their importance in recent times majorly because of poor marketing practices. Despite several measures taken by the government by providing support and direct financial assistance to the handloom weavers, they suffer a lot due to innumerable problems and are sustaining continuous losses. The problems are due to the globalisation of industries allied with lack of market awareness, cost-cutting methods, and heavy competition with other sectors as well as in technological up gradation. The handloom weavers are found to have a significantly low level of standard of life and face unemployment and underemployment because of technological changes in industries.

OBJECTIVES OF THE STUDY

1. To evaluate the socio-economic empowerment of the handloom weavers in Tenkasi
2. To study the performance of weavers in co-operative societies in Tenkasi
3. To assess the prospects and welfare measures provided by the members by the co-operatives societies in Tenkasi

SCOPE OF THE STUDY

This study is mainly concerned with the problems and prospects of handloom weavers in cottage industry at tenkasi. The researcher makes an attempt to study the socio – economic background of the handloom weavers in cottage industry, the problems faced by cottage industry by handloom weavers.

The study aims at knowing the barriers of the prospects in handloom weavers and also help in taking step for removing the barriers of the prospects in handloom weavers in cottage industry.

METHODOLOGY

This study was carried out by using the Secondary Data collected from Government publications, journals, periodicals and annual reports from the office of the Assistant Director of Handlooms and Textiles, tenkasi which implements weaves welfare schemes and other related agencies. Primary data was collected from the handloom weavers and used with the help of well prepared questionnaires.

Primary Data:

Primary data are statistical information collected on an economic phenomenon or an industry through the methods of observation and personal interviews conducted with the help of carefully designed questionnaires. In the case of the weavers of the cottage industry, a detailed sample survey was made on handloom weavers who belong to different handloom co-operatives, producing the selected handloom products for understanding the structure, functioning the socio-economic conditions and the welfare conditions of the weavers of this industry and to collect statistical informations of the weavers of this industry and to collect statistical information about the growth potentials and the problem of the cottage industry.

Secondary Data

Secondary data are the statistical details concerning of the cottage industry available in prestigious journals, standard books, Government bulletins and other periodicals associated with the cottage industry.

RESEARCH DESIGN

Descriptive research design attempts to describe, explain, and interpret conditions of the present. This research is used to examine a phenomenon that is occurring at specific place and time. This study aims to describe the socio-demographic profile, working conditions, organisational support, job stress, issues, and challenges of handloom weavers, prospects of handloom weavers, stratification of handloom weaver. As the research is concerned with the conditions, opinions held and the processes that are going on with handloom weavers in cottage industry. Hence this study adopted Descriptive Research Design for this study.

PROBLEMS FACED WITH REGARD TO THE HANDLOOM WEAVERS IN COTTAGE INDUSTRY AND PROFILE OF THE RESPONDENTS

- It is identified that the problems faced by handloom weavers, the significant difference among the different age group of handloom weavers, are identified in the case of Political Intervention is there since the respective 'F' statistics are significant at 5 per cent level, the null hypothesis is rejected.
- It found that the problems faced by handloom weaver of cottage industry, the significant difference among the different marital status of weavers, are identified in the case of I feel tired at the end of the day's work since the respective 'T' statistics is significant at 5 per cent level, the null hypothesis is rejected.
- It is noted that the problems faced by handloom weavers of cottage industry, the significant difference among the different nature of family of weavers, are identified in the case of different choices of payment method since the respective 'T' statistics is significant at 5 per cent level, the null hypothesis is rejected.
- The ANOVA test shows that there is a problem among handloom weavers, the significant difference among the different number of members in the family of weavers, are identified in the case of Sickness influences delay in returning the completed Goods since the respective 'F' statistics is significant at 5 per cent level, the null hypothesis is rejected.
- The ANOVA test identified that the problems of handloom weavers in cottage industry, the significant difference among the different qualification of weavers, are identified in the case of Master weavers don't give advance for production since the respective 'F' statistics is significant at 5 per cent level, the null hypothesis is rejected.
- The ANOVA test identified that the problems faced by handloom weavers of cottage industry, the significant difference among the different monthly income of weavers, are identified in the case of Low wages since the respective 'F' statistics is significant at 5 per cent level, the null hypothesis is rejected.

AVERAGE SCORE ANALYSIS

- The value of mean ranges from 2.23 to 2.99 in which the highest mean value is obtained on the item "Recreational facilities" which is 2.99 which shows that this individual factor has more influence among the six factors in the welfare facilities.

LEVEL OF SATISFACTION WITH REGARDS TO HANDLOOM WEAVERS IN COTTAGE INDUSTRY BASED ON DEMOGRAPHIC PROFILE OF WEAVERS

- Kruskal Wallis test shows that there was statistically not significantly difference between the gender group of the sample respondents with regard to the level of satisfaction with regards to handloom weavers in cottage industry namely Availability of Guidance and Counseling from cotton industry, Availability of Finance Facility, Raw Material Availability, Encouragement of family member and Welfare Facilities
- Kruskal Wallis test shows that there was statistically significantly difference between the age group of the sample respondents with regard level of satisfaction with regards to handloom weavers in cottage industry namely referral behaviours

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- Kruskal Wallis test shows that there was statistically significantly difference between the educational qualification of the sample respondents with regard level of satisfaction with regards to handloom weavers namely Welfare Facilities and Encouragement of family member.
- Kruskal Wallis test shows that there was statistically not significantly difference between the marital status of the sample respondents with regard to the level of satisfaction with regards to handloom weaver in cottage industry namely Availability of Guidance and Counseling from cotton industry, Availability of Finance Facility, Raw Material Availability, Encouragement of family member and Welfare Facilities.
- Kruskal Wallis test shows that there was statistically not significantly difference between the monthly income of the sample respondents with regard level of satisfaction with regards to handloom weavers namely Availability of Guidance and Counseling from cotton industry, Availability of Finance Facility, Raw Material Availability, Encouragement of family member and Welfare Facilities.

SUGGESTIONS

- Since the Handloom cottage industries are found to be the live nerve of poor handloom weavers, it is the duty of the Government to still further improve and update the regular functioning of these cottage industries in Tenkasi District.
- The Central and State Governments should come forward to impart more and more money on a continuous basis to activism all the productive and welfare programmers of the handloom weaver cottage industries in Tenkasi District.
- The old advertisement techniques and Marketing programmes of the cottage sector should also undergo a thorough change so that the handloom products will attract existing as well as new customers to buy handloom cloths in bulk, throughout the year.
- New and better Handloom cloth weaving Trainings should be also availed to all handloom weavers on a sequential manner and it will make all the handloom weavers highly productive and efficient to weave cloths in short period of time.
- The Government should come forward to increase and improve the social and economic status of Handloom weavers by recognizing their occupation and wages, as it is seen in other professions in the district at present.

CONCLUSION

Handloom sector is one of the traditional industries practised in India by involving a large group of people after agriculture. The handloom weavers face a crisis for the past several decades in the areas of short working orders and proper compensation. Handloom provides occupation for many people in the country, and government get a substantial amount of money from handloom products under the heads of taxes. The government has also implemented several schemes towards the upliftment of weavers and the handloom industries. For successful functioning of the industry, raw material supply for a reduced price, weavers' safety, support from banks using loans and subsidies, fruitful support from the government and master weavers are essential. The handloom sector should also take necessary action to meet the competitions from the modern and dynamic market competitors for the handloom industries. The master weavers and investors of handloom sector are reducing because of the increased competitions from power looms and mills; they are cautious in providing investments on handlooms because of these reasons This study gives an idea of the issues and challenges faced by the handloom weavers in Coimbatore. The weavers expressed that they face several problems in efficient functioning and at the same time they state that the industry is a profit making industry which needs due consideration from the side of government. Hence the government and handloom societies should take necessary steps in providing yarn at a reasonable price, sufficient training programs for skill development and innovations in marketing the finished products both nationally and in worldwide. The problems of handloom industries have to be linked with the other aspects of handloom industries like production and marketing to identify the issues. There are several problems in handloom industries other than the marketing issues and studies have to be improved to analyse the actual problem faced by different handloom units at different parts of the country. The government should also support the handloom weavers by providing necessary loan facilities, subsidies for the repayment of the loan and to encourage the weavers to continue the same profession.

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