

PROBLEMS FACED BY RURAL HANDLOOM WEAVERS

- With Specific Reference to Pollachi Taluk

***Mrs.D.GOWREESWARI**

*M.Phil Research Scholar in Commerce, Nallamuthu Gounder Mahalingam College, Pollachi,
Coimbatore, Tamilnadu, India

**** Dr. M. V. SATHIYA BAMA**

**Associate Professor & Head, Department of Commerce (E-Commerce), Nallamuthu Gounder
Mahalingam College, Pollachi, Coimbatore, Tamilnadu, India.

INTRODUCTION

The fundamental requirement of human being is clothing. This needs fulfilled by the handloom industry. The handloom is one of the ancient and decentralized sectors in India. This sector rightly termed as the art and craft sector. 15 per cent of the handloom cloth is produced in the country. This sector is providing huge employment opportunities directly and indirectly to more than 43 lakh weavers and allied workers next to the agriculture. The millions of people source of livelihood is handloom industry.

This sector came by the Indus valley civilization and the Indian people are weaving traditional sarees. 95 per cent of the world's hand woven fabrics come from India. The total cloth production in the year of 2016-2017 is 63480, in this handloom sector produced 8007 (in million square meter) and its share is 12.61, the ratio of handloom and power loom is 1:4.45. (**Annual report 2017-18, Ministry of Textiles**). So, this competition from the power loom sector is created many problems to the handloom industry. Especially, the weavers are affected by power loom intervention, for this purpose an attempt is made to study the problems faced by the handloom weavers in rural areas.

REVIEW OF RELATED LITERATURE

Srinivasa Rao .D & Sreedhar. N(2017) in their study, "Problems of Handloom Weavers in Andhra Pradesh: A study of Krishna District". The objectives of the study is to find out the

problems of handloom weavers in Krishna District and make a focus on the welfare programme conducted by state and central Government.

Venkateswaean.A (2014) in his study entitled, “A socio Economic Conditions of handloom Weaving: A field study in Kallidaikurichi of Tirunelveli District”. Studied on the Socio Economic conditions and problems faced by the handloom weavers.

Kumugha.A & Rizwana.M (2013) in her study, “Problems faced by handloom weavers cooperative societies in Erode District”. The findings of the study reflect on the weavers related problems a deficiency in active members as major problem followed by aged people. The competition from mill and power loom sectors is considered as marketing problem followed by lack of attractive promotion.

STATEMENT OF THE PROBLEM

The handloom sector plays an important role in the rural economy because most of them depend on this field for their livelihood because it is a household sector. Now-a-days this sector is facing a drawback with emerge of power loom sector. Therefore, the study made an attempt to find the problem of handloom weavers and to give the suitable suggestions to this problem.

OBJECTIVES OF THE STUDY

- To study the socio economic profile of the handloom weavers and information seeking behaviour of the weavers
- To identify the problems faced by handloom weavers in rural area
- To offer suggestions to withstand the field of handloom weaving

RESEARCH METHODOLOGY

Sampling Procedure

The Pollachi Taluk in Coimbatore city is the study area. Total of 36 respondents are taken as sample for this study. Questionnaire was distributed and required data have been collected on random basis.

Tools and Techniques

The collected data has been coded and consolidated into master table. Simple percentage, Garrett Ranking, Rank Correlation are used to analyze the data.

Analysis and Interpretation

It deals with the analysis and interpretation of data collected from the respondents who are weavers in the handloom.

Table 1 Socio Economic Profile

Factors	No. of Weavers (N=36)	Factors	No. of Weavers (N=36)
Gender		Laking loan	
Male	32(88.89)	Yes	19(52.78)
Female	4(11.11)	No	17(47.22)
Age		Payment of Loan Amount per Month	
20-40 years	12(33.33)	below Rs 5000	10(27.78)5 8.82
40-60 years	24(66.67)	Rs 5000-Rs 7000	2(5.56)11.7 6
Marital Status		above Rs 7000	5(13.89)
Unmarried	2(5.56)	nothing	19(52.78)2 9.41
Married	34(94.44)	No of Helping Members	
Educational Level		One	11(30.56)
Illiterate	2(5.56)	Two	25(69.44)
Below 5 th	7(19.44)	Type of sarees	
5 th -10 th	26(72.22)	Cotton	9(25.00)
Diploma	1(2.78)	Kora	9 (25.00)
Size of the Family		Patu	18(50.00)
below 3 members	5(13.89)	Wage per Saree	
3-5 members	30(83.33)	Rs 800-Rs 1000	16(44.44)
above 5 members	1(2.78)	Rs1001-Rs 1500	17(47.22)
Type of Family		above Rs 1500	3(8.33)
Nuclear	24(66.67)	Member of Co -Operative Society	
Joint	12(33.33)	Yes	18(50.00)

Income of the Family		No	18(50.00)
below Rs 5000	1(2.78)	Member of handloom weaver welfare scheme	
Rs 5000- Rs 10000	6(16.67)	Yes	24(66.67)
above Rs 10000	29(80.56)	No	12(33.33)
Savings per year		Beneficiary of Welfare Scheme	
below Rs 10000	5(13.89)	Weavers family pension scheme	1(2.78)
Rs 10000-Rs 20000	4(11.11)	Weavers health insurance scheme	4(11.11)
Above Rs 10000	14(38.89)	Self employment scheme	3(8.33)
Nothing	13(36.11)	Educational assistance from M.G.R handloom weavers welfare trust	3(8.33)
Expenditure per Month		Nothing	25(69.44)
below Rs 8000	4(11.11)	Health Problems	
above Rs 8000	32 (88.89)	Eye sight problem	1(2.78)
		Joint pain	8(22.22)
		Back pain	7(19.44)
		Knee pain	13(36.11)
		Skin problem	7(19.44)

It is clear from the table that, out of 36 respondents, (88.89%) are male, (66.67%) belongs the age range between 40 years and 60 years, (94.44%) are married, (72.22%) studied between 5th and 10th, (83.33%) are in three to five members in their family, (66.67%) are nuclear family, (80.56%) have save above Rs 10000 per year, (88.89%) weavers spend above Rs 8000 per month. (47.22%) weavers have not took any loan, (58.82%) are paying minimum loan amount of Rs 5000, (69.44%) have two members doing this work, (50.00%) weaving patu saree,(47.22%) were earn per saree is Rs 1001 to Rs 1500, (50.00%) are member of cooperative society, (66.67%) weavers have a membership in handloom weavers welfare scheme and majority of them not benefited, (36.11%) are facing knee problem.

Table- 2 Preference Towards Chosen this Field-Garrett Rank

STATEMENT	1	2	3	4	5	6	7	8	9	10	Total	Total Score	Mean Score	Rank
	81	70	63	57	52	47	42	36	29	18				
Heredity	32	1	1	2	0	0	0	0	0	0	36	2839	78.86	1
	2592	70	63	114	0	0	0	0	0	0				
Easy to start	0	3	19	2	8	4	0	0	0	0	36	2125	59.02	3
	0	210	1197	114	416	188	0	0	0	0				

Practical knowledge	1	28	2	4	1	0	0	0	0	0	36	2447	67.97	2
	81	1960	126	228	52	0	0	0	0	0				
Regular income	0	1	12	13	6	4	0	0	0	0	36	2067	57.41	4
	0	70	756	741	312	188	0	0	0	0				
Self employment	3	2	0	12	18	1	0	0	0	0	36	2050	56.94	5
	243	140	0	684	936	47	0	0	0	0				
Own interest	0	1	2	2	2	20	8	1	0	0	36	1726	47.94	6
	0	70	126	114	104	940	336	36	0	0				
Less working capital	0	0	0	1	1	6	22	5	1	0	36	1524	42.33	7
	0	0	0	57	52	282	924	180	29	0				
Less maintenance expenses	0	0	0	0	0	1	5	28	2	0	36	1323	36.75	8
	0	0	0	0	0	47	210	1008	58	0				
Govt loan and subsidy	0	0	0	0	0	0	1	2	33	0	36	1071	29.75	9
	0	0	0	0	0	0	42	72	957	0				
No other option	0	0	0	0	0	0	0	0	0	36	36	648	18.00	10
	0	0	0	0	0	0	0	0	0	648				

It is clear from Table that majority of the employees are of opinion that they choose this field due to heredity followed by job practical knowledge, easy to start, regular income etc.,

Table 3 – Problems Faced by Handloom Weavers in Rural Area- Rank Correlation

Problems	VG	G	NGNP	P	VP	Total score	Average score	Rank
Wage	5	13	5	6	7			
	25	52	15	12	7	111	22.2	6
Regulatory of job	4	16	13	3	0			
	20	64	39	6	0	129	25.8	4
Electricity	2	25	8	1	0			
	10	100	24	2	0	136	27.2	3
Climate	0	2	28	6	0			

	0	8	84	12	0	104	20.8	7
Loom Maintenance Expenditure	1	28	6	1	0			
	5	112	18	2	0	137	27.4	2
Quality of Raw Material	0	5	30	1	0			
	0	20	90	2	0	112	22.4	5
Innovative Design	5	27	1	3	0			
	25	108	3	6	0	142	28.4	1
Modernization of Loom	3	4	5	19	5			
	15	16	15	38	5	89	17.8	9
Credit Facility	1	4	17	8	6			
	5	16	51	16	6	94	18.8	8

It is clear from the Table, majority of the respondents are said that innovative design in the saree is good followed by loom maintenance expenditure, electricity, regulatory of job, quality of raw material, wage, climate, credit facility and modernization of loom.

SUGGESTIONS

- ✓ The master weaver and co-operative society may raise wages based on their weaving methods
- ✓ Banks providing loan under muthuraj scheme but their procedure is high. So, this may reduce the process of giving loan
- ✓ The Government of India announcing many welfare schemes to handloom weavers but, the benefits are not reached to appropriate person steps to be taken for attractive benefits
- ✓ The power loom interventions the handloom weavers and back process of weaving labour are also affected. So, the Government should take necessary steps to differentiate the power loom and handloom.
- ✓ Steps to be taken to conduct a awareness programme about the quality of handloom sarees and sudithar in schools and colleges

- ✓ Master weavers fixing high profit per saree so it will reduce the number of customers. Government should concentrate on these aspects

CONCLUSION

Handloom weavers doing this job on heredity basis even though they are facing lot of problems like high cost of production to increase quality of product. In the present scenario, the handloom cotton sarees are traditional but its production is down due to its high cost so that people are not preferring this cotton saree at this cost. But, the quality of the cotton saree is better than power loom saree. For example, in kerala state people are preferring and buying their own onam sarees for their festivals. This habit should follow in our State as well then only the tradition of wearing cotton and handloom saree will increase and sales more. And also the handloom industry will provide huge employment to the people and enrich the nation.

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