FINANCIAL PERFORMANCE OF HANDLOOM WEAVERS IN COTTAGE INDUSTRIES IN TENKASI - A STUDY

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ABSTRACT

Handloom sector being one of the oldest and most essential cottage industries under textile sector plays an essential role in building the rich Indian cultural heritage. Hand weaving existed before five thousand and eight hundred years in the country was identified from our historical picture (Das et al., 2016). Modern textile mills, Independent Power looms, Handlooms and Garments are the four essential segments of handloom industry, which played a significant role in the economy of our country. Handloom has a benefit of less demand for capital investment, eco-friendly and natural adaptability towards market requirements. Handloom is mostly a decentralised sector that consists of weavers from the weaker sections of the society, who mainly weaves to meet their domestic needs and contri,however,e to the production of textile sector. The traditional craft of different States are maintained by the skills and creativity of the weavers. Handloom sector can meet the needs ranging from the beautiful fabrics to favorite items of mass production for daily use. The strength of the handloom sector includes the production of intricately woven fabric, its versatility and wide variety, different design base, skilled labour availability, the traditional mode of production, low technology adaptation, and no requirement of electricity.The study mostly focus on financial performance of handloom weaver and background details od handloom weavers.

Key words: Handloom weavers. Cottage Industries, Financial performance, Technology

Introduction

The handloom sector plays a vital role in India's rural economy. It is one of the largest economic activities, providing direct employment to over 65.51 lakh persons engaged in weaving and allied activities. As a result of effective government intervention through adequate financial assistance and implementation of various developmental and welfare schemes, this sector has been able to withstand the competition from the power loom and mill sectors. Consequently, the production of handloom has gone up to 6108 million sq. metres in 2005-06, from 500 million sq. meters in the early 1950s .This sector contributes nearly 19 per cent of the total cloth produced in the country and also adds substantially to the export earnings. This sector is drawing the attention of the planners and other developmental activists due to its massive employment generation capability. The inputs and grants provided by the Government of India to handloom industry has been increasing year after year. Despite such massive infusion of funds, there was a deceleration in the share of handloom sector to the total clothing production of the country. Periodical reviews and researches are essential to assess the status of this sector, its dynamics towards new marketing environment and the factors responsible for the development. Particularly micro level studies in the functional areas of management of the handloom societies will help in identifying the issues that are contributing or hindering their growth and development. Such analytical framework will assume greater significance in the process of providing livelihood support to millions of handloom weavers operating in remote parts of the country..

Review

Thomas Varghese (2004) Executive President, Grasim Industries said that weaving along with processing emerged as the weak link in the Indian textile industry. These sectors had become a bottleneck in the production of high quality and product, as well as meeting the increasing demands of the garment industry. The Indian industry would have to become competitive to face the international competition, both the domestic and export markets. This could require massive inputs, dedicated efforts, initiatives and support from both the government and industry. Further, he pointed oJ: that the weaving industry would have to meet the requirements of the readymade

garment sector for wider width and defect less fabrics, which was possible only with the installation of shuttle less looms and modern technologies

John D.K.Sundar Singh (1987) has made a comparative analysis of co-operative and private sectors on the cost structure, profit, physical output, productivity, sales, wages and reinvestment. It has been found that master weavers have produced 87.80 per cent of handloom products and the cooperatives have produced only 12.20 per cent of the products. The production of fine varieties of saree by the weavers was relatively low, compared to production of coarse varieties. The weavers in the co-operative sector got better wages than the weavers working under master weavers. Consequently, the master weavers earned greater profit than the co-operatives.

Amrik Singh Sudan, (1997) in his book titled 'Marketing Management of Handloom Products in Jammu & Kashmir,' has made a detailed analysis of marketing management of handloom products of J&K State Handloom Development Corporation and observed that the handloom products lacked quality control, testing and inspection. He has suggested to establish data banks to assess customers' preferences and speedy disposal of looms/sales rebates for strengthening the handloom marketing, apart from improving finishing operations and measures for incorporating variety of designs

K.Renganthan and P.V.Veeraragavan (1985) analysed the sectoral costs of mill sector, powerloom sector and handloom sector. They observed that the fabrics produced in handlooms are costlier on the average by 20 percent than those of powerlooms due to higher conversion cost consequent to low labour productivity

Objectives

The study has the following objectives.

    (i)   To study the socio economic background of handloom weavers

    (ii)   To study the level of satisfaction of handloom weavers

    (iii)   To study problems and prospects for handloom weavers.

    (iv)   To analysis of financial performance of handloom weavers

Hypothesis of the Study

Based on the objectives of the studies the following null Hypothesis was formed.

1. There is no significant relationship between the age of the respondents and their level of satisfaction.

2. There is no significant relationship between the educational qualification of the respondents and their level satisfaction.

METHODOLOGY

The research was undertaken on the basis of data collected from both primary and secondary sources. The primary data has been collected directly from the Handloom weavers. Primary data has been collected through questionnaire by adopting stratified random sampling method.

Secondary data has been collected from published books, Journals and online journals & databases like Inflibnet and Delnet. The analysis was carried out by using statistical tools like ANOVA, T test, Chi- square test, and percentage analysis to evaluate the objectives of the study. The results were presented in the form of tables and charts.

Sampling

A sample of 50 respondents was selected for the study by using stratified random sampling method. The sample respondents for the study was stratified into 10 respondents each from five organic products store namely Annai organic products store, Annam Handloom weavers.

Limitation of the study

- The study is limited to tenkasi only and so the result may vary in other regions.

- The data collected from the respondents are subject to change.

- The information will be collected valid until there is no technical change or any innovation

- The result is assuming that respondents have given accurate information.

Level of awareness towards organic products Vs Size of the family of consumers

Sl.No	Particulars	Chi-square Value	p Value	Inference
1.	Handloom weavers for the environment	14.614	0.006	Significant
2.	Economical	22.817	0.000	Significant
3.	Advertising	10.480	0.033	Significant
4.	Offer and discounts	17.236	0.002	Significant
5.	Suppliers	10.480	0.033	Significant
6.	Queries and complaints	17.236	0.002	Significant
7.	Differencing and identifying organic products	5.006	0.287	Not Significant

Source: Computed Data

The above table shows the following results.

Since the 'p' value is less than 0.05 in case of the size of the family of the Handloom weavers and the level of awareness towards Handloom weavers is good for the environment, advertising, economical, offer and discounts, suppliers and queries and complaints", the null hypothesis is rejected and it is concluded that there is a significant relationship between size of the family of the consumers and level of awareness towards organic products "Organic farming Handloom weavers is good for the environment, advertising, economical, offer and discounts, suppliers and queries and complaints".

Level of satisfaction towards Handloom weavers **among different monthly income of consumers**

Consumers of different monthly income have different level of satisfaction towards organic products. In order to find out the significant difference in level of satisfaction towards organic products among different monthly income of consumers in Palayamkottai, 'ANOVA' test is attempted with the null hypothesis as, **"There is no significant difference in level of satisfaction towards** Handloom weavers **among different monthly income of consumers in Palayamkottai".** The result of ANOVA is presented.

Level of satisfaction towards Handloom weavers **among different monthly income of consumers**

Particulars	Monthly Income (Mean Score)				F Statistics
	Below Rs.15000	**Rs.15001-20000**	**Rs.20001-30000**	**Above Rs.30000**	
Quality	5.0000	4.9306	4.7778	5.0000	4.187*
Quantity	4.0000	3.9028	3.7556	4.0000	4.023*
Price	3.2667	3.3889	3.5111	3.2667	0.658
Availability of products	2.6667	3.2639	3.4222	2.6667	4.273*
Taste	5.0000	4.9306	4.7778	5.0000	5.769*
Health fitness	4.0000	3.9028	3.7556	4.0000	1.432

Source: Computed data

*-Significant at five per cent level

the mean score of satisfaction towards Handloom weavers among different monthly income of consumers along with its respective 'F' statistics. The important satisfaction towards organic products among the consumers who are earning monthly income of below Rs.15000 are quality and health fitness and their respective mean scores are 5.0000 and 4.9000 among the consumers who are earning monthly income between Rs.15001-20000, quality and taste and their respective mean scores are 5.0000 and 4.8333. The important satisfaction towards organic products among the consumers who belong to the monthly income between Rs.20001-30000 are

quality and taste and their respective mean scores are 4.9306 and 4.5000, among the consumers who belong to the monthly income of above Rs.30000, quality and taste and their respective mean scores are 4.7778 and 4.4222. Regarding the level of satisfaction towards organic products, the significant difference among the different monthly income of consumers, is identified in the case of quality, quantity, availability of products and taste, since the respective 'F' statistics are significant at 5 per cent level, the null hypothesis is rejected.

Ranking of major problems faced in buying Handloom weavers

Sl. No	Major problems faced in buying organic products	Total Score	Average	Rank
1.	Only consumers with higher income can buy Handloom weavers	6194	41.29	V
2.	weavers is too expensive	9432	62.88	I
3.	There is no consumption awareness about Handloom weavers	7253	48.35	IV
4.	Handloom weavers is only available in limited stores/ markets	7781	51.87	III
5.	Buying Handloom weavers is highly inconvenient	8919	59.46	II
6.	Handloom weavesr does not possess much of difference with non organic foods	5165	34.43	VI

Source: Computed Data

It is observed that weavesr is too expensive' has been ranked as the first major problem faced in buying organic products, 'buying weavesr is highly inconvenient' has been ranked as second, organic food is only 'available in limited stores/markets' has been placed in third position, there is 'no consumption awareness about Handloom is ranked as fourth followed by only consumers with higher income can buy Handloom has been ranked as fifth position and Handloom does not possess much of difference with non Handloom ranked as last position.

Ranking of future prospects of Handloom

Sl. No	Future prospects of organic products	Total Score	Average	Rank
1.	Improve the marketing channels for Handloom	7791	51.94	V
2.	Ensure regular supply of Handloom	7831	52.20	IV
3.	Ensure food safety	8659	57.72	I
4.	Educate people about the benefits of Handloom	7688	51.25	VI
5.	Improve health of consumers	8034	53.56	III
6.	Ensure good quality	8388	55.92	II
7.	Good opportunities to ensure food security and nutrition	6940	46.26	VII
8.	Ensure food availability	6039	40.26	VIII
9.	Ensure the sustainable marketing of Handloom	5676	37.84	IX

Source: Primary Data

It is observed from the that 'Ensure food safety' has been ranked as the first future prospects of organic products,' Handloom ensure good quality' as second, improve health of consumers placed in third position, 'ensure regular supply' of organic products as fourth followed by 'improve the marketing channels' for Handloom as fifth position, 'educate people about the benefits' of Handloom as sixth position, 'good opportunities to ensure food security and nutrition' as seventh position, 'ensure food availability' as eighth position and ensure the sustainable marketing of Handloom products as last position

Findings of ranking of major problems faced in buying Handloom

➢ It is found that the idea "Handloom is too expensive" has been ranked as the first major problem faced in buying organic products; 'buying Handloom is highly inconvenient' has been ranked as second; and 'Handloom is only available in limited stores/markets' placed in

third position and 'Handloom does not possess much of difference with non Handloom s'is ranked as the last position.

Findings of Level of Satisfaction towards Handloom

➢ The important satisfaction towards Handloom among the male consumers are quality and taste and their respective mean scores are 4.8947 and 4.6316 and among the female consumers, quality and taste and their respective mean scores are 4.9032 and 4.5054.

➢ The important satisfaction towards Handloom among the consumers are in the age group of below 25 years are quality and taste and their respective mean scores are 4.5000 and 4.2500 and consumers in the age group of above 55 years are quality and taste and their respective mean scores are 4.7500 and 4.5455.

➢ The important satisfaction towards Handloom among the married consumers are quality and taste and their respective mean scores are 4.8828 and 4.4922 and among the unmarried consumers, taste and quality and their respective mean scores are 4.9091 and 4.7500.

➢ **Suggestions**

➢ Price and availability are perceived to be the major barriers to the consumption of Handloom. At present, the organic products are available at a premium price. Efforts should be made to bring down the cost of Handloom so that its price may be able to come within the reach of common man.

➢ At the same time, measures for the improvement in the accessibility of organic products in the market should be taken and more varieties of organic products need to be introduced in the market.

➢ There is a need to create more trust in the production and certification process of agriculture products. Thus, informative packaging, giving appropriate information about organic product and its contents and nutritional value, and proper labelling should be there to make people aware about organic products, which, in turn, will increase the demand.

➢ Presently, the sale of Handloom is dominated by supermarkets/shopping malls. The supermarkets should display the organic products more offensively and there should be separate counters for Handloom. There is also a requirement to promote exclusive organic shops and availability of organic products at general departmental stores to augment the sales.

➤ **Conclusion**

➤   It is concluded that the important perception towards Handloom among the married consumers are organic products are more expensive than conventional products and organic products are not easily found in grocery stores or in the hyper stores /markets and among the unmarried consumers, price of organic products is a barrier to buy and I usually read the ingredients on the labels before purchasing. The important factors that influence to buy organic products among the male consumers are health advantage and environmental concern. The important factors that influence to buy organic products among the female consumers are incremental standard of living of farmer community and health advantage. Organic food is too expensive is the major problem faced by the consumer in buying Handloom and buying organic food is highly inconvenient is the next major problem faced by the consumer in buying organic products.

➤   Buying of Handloom is increasing because of environmental and health issues associated with food production. The increase in consumers' interest in organic products has been attributed among other issues to the growing demand for food free from pesticides and chemical residues. With the present study an attempt is made to describe the consumer perception towards organic products. The main motives to purchase organic products are health and environmental benefits, plus support for local or small farmers. In addition, an important factor that was revealed as a barrier to the development of organic foods is consumer information. Increased consumer awareness of organic labeling and their trust in organic labels as well as increasing the availability and range of organic food products, may be the most effective way of increasing their market share.

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