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MISERY OF HANDLOOM INDUSTRY AND SOCIO-ECONOMIC STATUS OF WEAVERS DURING COVID 19 PANDEMIC SITUATIONS

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Abstract

Our country is comprising of so many sectors such as Industrial, Agricultural and Service sector. Out of these three sectors, industrial sector contributes great role for economic development. From the great scenario, Textile Industry operates efficiently in India, Bangladesh and India. Our Indian countries contribution is enormous compared to other country where the resources are available in plenty. Textile industry can be divided into Handloom, Power loom, spinning, knitting etc., Prime and old ancestral occupation lied in Handloom and Power loom sector The Handloom is a traditional industry of India and it provides employment opportunities to millions of people in the rural and urban area of our country. The handloom sector is decentralized, un-organized and rural based, playing an important role in the country's economy in terms of employment and export earnings. The power loom industry is a weaving sector and an important segment of the decentralized cotton textile industry in India. The hand loom and power loom industry mainly depends on weavers but they always face hectic issues in their day to day lives such as finance, electricity, health etc. Also they don't get proper support from the Government as well. This paper focus on to identify the problems faced by the handloom and Power loom Weavers in Tamil Nadu

Keywords: Hand loom, weavers, issues, Challenges

INTRODUCTION

Overall globe is facing remarkable crisis named CORONA virus which pushed backward of all professional living style. Out of these overall victims, weaving sector affected very badly. It is a common perception and cum reality

where the weavers offer trendy and well-designed modest clothing for others. But weaver's way of clothing and even one-time meal per day becomes question mark. In one way it is considered as ever green sector where in the other end it is a dark room where the obstacles and

challenges will not be known to the stakeholders of weaver's segment. Weavers face lot of issues socially and economically and try to live with problems in their lives as how common public are to be accustomed to live with CORONA environment as per the Government words,

One Question arise in the mind of researcher is that why handloom and power loom plays dominant role when advanced technological revolution evolved in an external environment which can offer quality material at cheaper rates. Weaving work seems undeterred by anxiety of the virus that permeates the said situation. The condition created by CORONA virus forced weavers to be idle without any productivity. Also, their livelihood becomes ultimate question mark.

REVIEW OF LITERATURE

D.Gowreeswari & Dr. M. V. Sathiya Bama (2019) Handloom weavers they are facing lot of problems like high cost of production, lengthy procedure to get loan, Ineffective Government schemes, increase quality of product etc. In present scenario, the handloom cotton sarees are traditional but its production is down due to high cost so that people do not prefer this cotton saree at this cost. But, the quality of the cotton saree is better than power loom saree.

Dr.R.Velmurugan & Mr.K.P.Balraj (2018) Power loom sector is growing on the strength of cluster wise product specialization, which is a major advantage for this sector. Tamilnadu and considering its well-established handloom mindset, there is need for "Operation Transformation" that will aim at raising its structural composition, technology levels of looms and preparatory machinery as well as processing capabilities, quality compliance in manufacturing processes, man-power training besides aggressive and competent and competitive marketing practices.

D. Srinivasa Rao and Dr. N. Sreedhar (2017), focused on "socio economic condition of handloom weavers in Gannavaram Mandal of Krishna district in Andhra Pradesh. In this article, researcher highlighted the facts of living index of weavers where this study is based on extensive field work which symbolizes that though handloom weaving has many métiers and can be competitive under specific condition, the seeds of the crisis are inherent in the sector. All these parameters are to be traced to two major factors (i.e.) the low performance of the co-operative sector, and the very low economic condition of the weavers. With the involvement of these two factors can improvise the earnings of weavers which ultimately increase the standard of living.

P.V. Sree Vaishnavi & Suja S Nair (2017), author insisted on handloom sector in this article. This study highlighted that Handloom is a traditional wear in India has lost its significance slowly with the advent of low cost and eye catchy synthetic materials. The notion of 'Make in India' campaign and the planning commission lavishly made economic sector as prime one with an unified identity. Handloom Exports are encouraged in various part of the world such as USA, UK, Germany. The Indian government launched Handloom brand to ensure its uniqueness, flexibility of production, openness to innovations, adaptability. The number of handloom weaver households decreased in the third handloom census compared to that of second. So as to support weavers the Indian government launched schemes and initiated exhibitions, crafts museum, trade facilitation centre and E-commerce. Market research on the Handlooms identified the need for publicity, availability, Handloom designer dresses and awareness campaigns on a large scale for its sustenance.

Anu Varghese & Dr. M H Salim (2015) In order to hold on to its market share and also to enter new market segments the

handloom sector needs some well thought-out and clearly uttered remedial strategies, supported by constructive policy initiatives. The government should establish functionary centers in order to collect market facts on products, total market distribution and their channels, consumer’s competitions, import rules and regulations, economic factors and specific market characteristics and price trends. Government should encourage the government-owned enterprises to purchase handloom products.

RESEARCH GAP

Majority of the researchers focused on socio-economic condition of weaver’s community but very few researches had been carried out in the wings of social status i.e. how the weaver’s dignity is affected in the society being in this weaving profession. Hence to close this gap, researcher took effort to bring out the facts of social problems faced by the weavers

RESEARCH HYPOTHESIS

Researcher framed hypothesis which is having multi-faceted dimension which are as follows:

- To what extent social status affect weaver’s community?

OBJECTIVES

- To gain insight into social status of handloom weavers
- To probe into the social problems faced by weavers
- To describe the aspects of issues faced by handloom weavers
- To draft conceptual model on societal issues of handloom weavers

SCOPE OF THE STUDY

- This research covers all handloom weaver’s segment
- To achieve all objectives which are mentioned are crystal clear to uplift handloom weavers

LIMITATIONS OF THE STUDY

- This study covers only handloom weavers but not focusing on others involved in Textile industry
- Researcher tried to develop conceptual model based on literature review but analytical study will be still more effective.

CONCEPTUAL MODEL

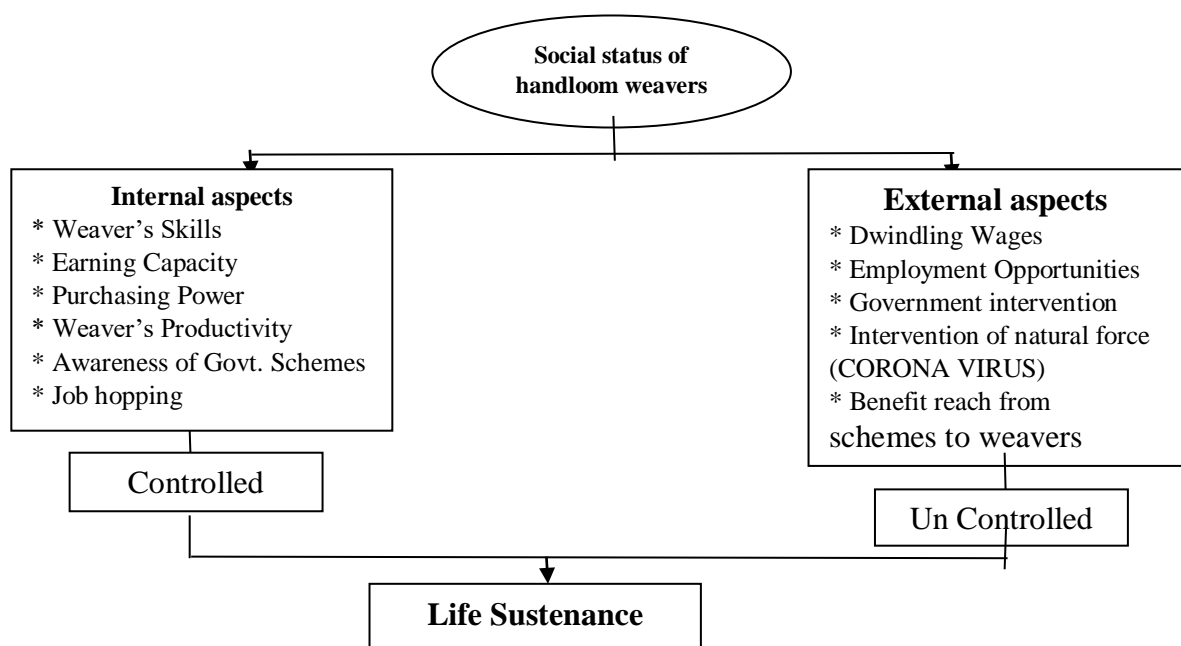


Fig. Conceptual Model of Social Status of handloom weavers

The above conceptual model highlights the aspects which is of two divisions namely Internal and External. Both these aspects play vital role to determine the social status of handloom weavers. Internal aspects cover the issues faced by the weavers themselves. External aspect touch on the issues faced by the weavers from different sides.

All internal aspects can be Controlled which means that with weaver’s effort they themselves can find transformation and External aspects are purely uncontrolled where transformational process is not in the hands of handloom weavers.

Under Internal aspects, earning capacity and purchasing power decides their social status. If one individual weaver is not earning income, his social status will be damaged. Also being the bread winner of the family, basic necessities of weaver and his dependents should be satisfied or else the social status of this weaver will be affected by mere neighborhood.

This conceptual model framed by the researcher becomes ultimate when facts are found. Both of these aspects make the weavers to be questionable to

their sustenance of life. To resolve this, first government should interfere into this weaver’s community and all the schemes framed by central and state government should reach the weavers directly from the government without motivating intermediary interventions.

Today overall universe is facing major challenge to lead their lives due to CORONA VIRUS. Clothing is one of the basic needs of one human being. Every one raises their voice to uplift agriculture which is the prime occupation. But very few are focusing on this weaving communities. During this heavy pandemic situation, weavers engage themselves to sell vegetables in their surrounding places, selling snack items, food etc., to satisfy their needs and to have meal at least one time for parents and two times for their children which is the pettiest part.

Government offered fund assistance to certain portion of weaver’s segment. Few are benefited and many did not avail this benefit. Covering only few will not serve any purpose. Hence government should offer some facilities to the benefit the weavers

Variables are mentioned below:

Dependent Variables	Independent Variables
I. Social Status of Handloom weavers II. Life Sustenance III. Internal aspects i) Weaver’s Skills ii) Earning Capacity iii) Purchasing Power iv) Weaver’s Productivity v) Awareness of Govt. Schemes vi) Job hopping IV. External aspects * Dwindling Wages * Employment Opportunities * Government intervention * Intervention of natural force (CORONA VIRUS) * Benefit reach from schemes to weavers.	a) Strategies framed b) Government Policies c) Uncontrollable factors d) Functioning of Co-operative societies e) Owners pedagogy

CONCLUSION

This conceptual study enables the researcher to identify solution for the issues of handloom weavers faced in today's scenario. Major issues are not reaching government. Without government intervention none of these issues will be resolved by any private bodies. Hence government should take active participation directly or indirectly. Indirect participation will activate co-operative societies, owner's community to be strengthened and to offer financial assistance to the handloom weavers.

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