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**A STUDY ON CHALLENGES FACED BY
HANDLOOM ASSOCIATION IN
TAMILNADU**

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INTRODUCTIONI :

As of my last update in January 2022, Tamil Nadu, like many other states in India, has a +- significant presence of handloom associations and cooperatives aimed at promoting and supporting traditional handloom weavers and artisans. These associations play a crucial role in preserving therich heritage of handloom weaving while also providing livelihood opportunities to many weaver communities across the state.

Tamil Nadu Handloom Weavers' Co-operative Society Ltd. (Co-optex): Co-optex is a well-known cooperative society that operates under the Government of Tamil Nadu. It aims to promote handloom products and support weavers by providing marketing assistance and other forms of support. Tamil Nadu Handloom Development Corporation Limited (TANHOPE): TANHOPE is another government initiative aimed at promoting handloom products and supporting weavers in Tamil Nadu. It focuses on marketing handloom products and providing infrastructure support to weavers.

Federation of All India Handloom Organisations (FAIHO): This is a national-level federation that includes various handloom associations and cooperatives from across the country,including Tamil Nadu. It works towards the welfare and development of handloom weavers and promotes handloom products. Various district-level handloom weavers'

associations and cooperatives: In addition to state-level organizations, there are numerous district-level associations and cooperatives in Tamil Nadu that work closely with local weaver communities to promote their products and provide them with support and assistance. These associations and cooperatives often organize exhibitions, fairs, and other events to showcase handloom products and create market opportunities for weavers.

STATEMENT OF PROBLEM

The handloom associations in Tamil Nadu face a multitude of pressing challenges that significantly hinder their functioning and impact on the ground. Foremost among these challenges is the persistent lack of access to modern technology and infrastructure. Many handloom weavers and artisans still rely on outdated equipment and techniques, which limit their productivity and competitiveness in the market. Additionally, the handloom sector grapples with erratic government policies and insufficient institutional support, leading to a lack of cohesive strategies for development and growth. Moreover, the sector is plagued by issues such as low wages, exploitative middlemen, and limited market access, exacerbating the economic vulnerability of weavers and artisans. Furthermore, the advent of mass-produced textiles and changing consumer preferences pose existential threats to the traditional handloom industry, further compounding the challenges faced by handloom associations. In light of these multifaceted challenges, there is an urgent need for concerted efforts to address the systemic issues undermining the sustainability and viability of handloom associations in Tamil Nad

OBJECTIVES

- ❖ Assess the socio-economic impact of these challenges on handloom weavers, artisans, and other stakeholders within the handloom ecosystem.
- ❖ Explore the institutional framework and governance structures governing handloom associations in Tamil Nadu, examining their effectiveness in addressing the needs and concerns of weavers and artisans.
- ❖ Investigate best practices and successful models from other regions or countries that have effectively addressed similar challenges in the handloom sector, with a view to adapting and implementing relevant strategies in Tamil Nadu.

❖ Propose actionable recommendations and policy interventions aimed at strengthening handloom associations, enhancing the livelihoods of weavers and artisans, promoting sustainable practices, and revitalizing the handloom industry in Tamil Nadu

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods, and analysis procedure.

RESEARCH DESIGN

Research is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact the research design is the conceptual structure within which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data. The research design adapted in the study was descriptive study.

SAMPLING DESIGN:

POPULATION:

Population or universe can be defined as the complete set of items, which are of interest in any particular situation in case of population data is collected from each and every unit.

SAMPLING UNIT:

This answers who is to be surveyed. The researcher must define target population that will be sampled; once this is determined a sampling frame is developed so that everyone in the target population has an equal chance of being selected.

SAMPLE:

Sample denotes the entire part of the universe, which studied and conclusion are drawn on this basis for the entire universe

SAMPLE SIZE:

An important decision that has to be taken is adopting the sampling technique is about the size of the sample. Size of the sample means the number of sampling units selected from the population for investigation. It answers “how many people should be surveyed”. Pilot study was conducted and hence the sample size is fixed as 120 from a population by using the formula

STATISTICAL TOOLS USED

Analysis techniques are used to obtain finding and arrange information in a logical sequence from the raw data collected. After the tabulation of data the tools provide a scientific and mathematical solution to a complex problem.

- ❖ Charts
- ❖ Percentage analysis
- ❖ Weighted Average Method
- ❖ Chi-square test
- ❖ ANOVA
- ❖ Interval estimation

REVIEW OF LITERATURE

S Gopura, A Wickramasinghe - Journal of Humanities and Applied, 2024: Weaving emotions unraveling the emotional significance of Sri Lankan handloom artistry: Significant global changes have resulted from the Covid-19 epidemic, and these changes are still having an impact on society as people adapt to new lifestyles. The pandemic has also brought about a number of changes in the fashion business, such as the closing of physical stores and the rise in internet shopping (Marian, 2020).

K Venugopal, D Pranaya, S Das, SK Jena - Economic Affairs, 2023, Handloom Weaving: Critical Factors influencing the Satisfaction-The Socio & Economic Context: The miserable lives of handloom weavers are evident enough in every part of India where the handloom products are not all sustainable

ANALYSIS AND INTERPRETATION

Table No: 4.1 Showing Age of the respondents

S. No	Age	No of Respondents	Percentage
1	18-25	30	24
2	26-35	15	14
3	36-45	20	17
4	46-55	30	25
5	56 and above	25	21
	Total	120	100

INTERPRETATION:

The above table shows 25% of the respondents are falling under the age group of 18-25 years, 13% of the respondents fall under the age group of 26-35 years and 17% of the respondents are 36-45 years and 25% of the respondents are 46-55 years and 21% of the respondent are falling under the age group of 56 and above.

Majority (25%) of the respondents are under the age group of 46-55years

Charts No: 4.1 showing Age of the respondents

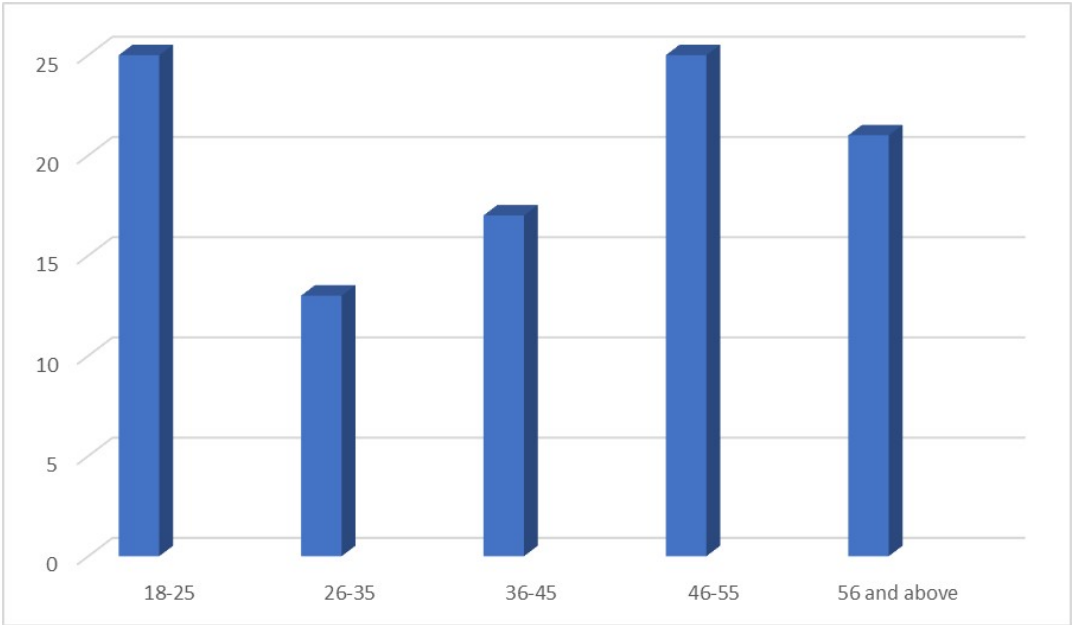


Table No: 4.2 Showing Gender of the respondents

S. No	Gender	No of Respondents	Percentage
1	Male	50	63
2	Female	50	31
3	Other	20	6
	Total	120	100

INTERPRETATION:

The above table shows 63% of the respondents are male and 31% of the response are female 6% of the respondents are others.

Majority (63 %) of the response are Male.

Table No: 4.3 Showing Occupation

S. No	Occupation	No of respondents	Percentage
1	Handloom Weaver	30	25
2	Handloom Association Member	30	25
3	Government Official	20	17
4	Researcher/Academic	30	25
5	Other (please specify)	10	8
	Total	120	100

INTERPRETATION

The above table shows that 25% of the respondents occupation is Handloom Weaver and 25% of them are Handloom Association Member and 17% of them are Government Official and 25% of them are Researcher/Academic and 8% of them are other.

Majority (25%) of the respondent are Handloom Weaver, Handloom Association Member& Researcher/Academic.

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Chart No 4.3 Showing Occupation

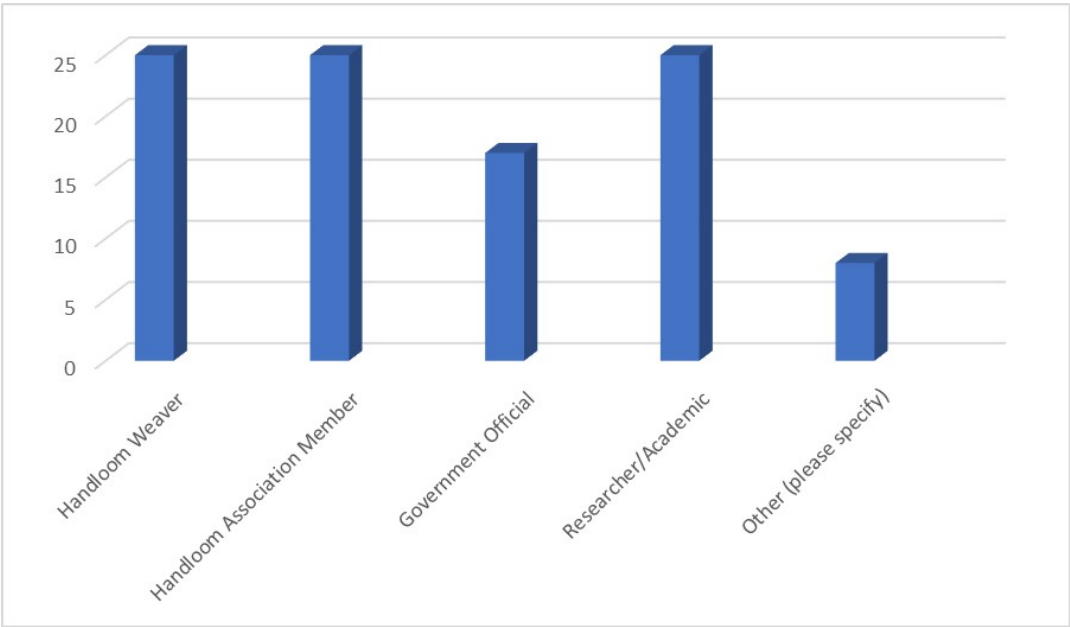


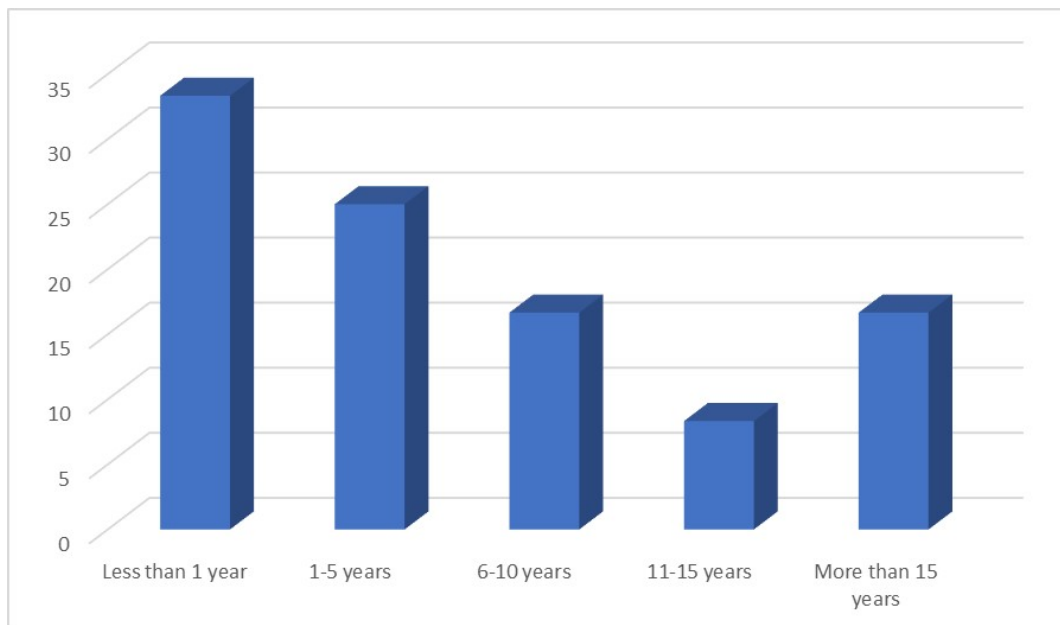
Table No: 4.4 Showing Years of Involvement in Handloom Industry

S. No	Years of Involvement in Handloom Industry	No of Respondents	Percentage
1	Less than 1 year	40	33
2	1-5 years	30	25
3	6-10 years	20	16
4	11-15 years	10	9
5	More than 15 years	20	17
	Total	120	100

INTERPRETATION

As per the above table the Years of Involvement in Handloom Industry of the respondents are 33% are Less than 1 year and 25% of them are 1-5 years and 16% of them are 6-10 years and 9% are 11-15 years and 17% of them are More than 15 years.

Majority (33%) of the respondents are Less than 1 year

Chart No 4.4 Showing Years of Involvement in Handloom Industry**CHI SQUARE ANALYSIS:****CHI-SQUARE**

Showing lack of awareness about handloom products impact the market demand showing the infrastructure support provided to handloom weavers by the association

To perform a Chi-square test calculation based on the data provided in your tables, we'll need to understand the basic premise of the test. The Chi-square test is often used to determine if there's a significant difference between expected frequencies and observed frequencies in one or more categories. It's key in analyzing categorical data where the outcomes are in different categories.

Given your data, a Chi-square test could help in understanding whether the differences in responses regarding infrastructure support and awareness about handloom products significantly impact market demand or the effectiveness of the support provided by the association.

TABLE 4.2 AND TABLE 4.3

To perform a Chi-square test for independence using the data provided in Tables 4.2 and 4.3, we will test whether there is a significant association between the respondents' gender and their occupation.

Chi-Square Test for Independence:

The null hypothesis (H_0) assumes that there is no association between gender and occupation, while the alternative hypothesis (H_a) assumes that there is an association between them.

We will use the formula:

$$\chi^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

where:

- For Male Handloom Weavers: $E_{11} = \frac{50 \times 30}{120} = 12.5$
- For Male Handloom Association Members: $E_{12} = \frac{50 \times 30}{120} = 12.5$
- ... and so on for all cells.

Chi-Square Test Table:

Occupation	Male	Female	Other	Total
Handloom Weaver	12.5	12.5	5	30
Handloom Association	12.5	12.5	5	30
Government Official	8.33	8.33	3.33	20
Researcher/Academic	12.5	12.5	5	30
Other (please specify)	4.17	4.17	1.67	10
Total	50	50	20	120

The observed frequencies are already given in Table 4.3.

Now, you'll need to calculate χ^2 for each cell using the formula provided earlier, sum up all the values to get the total χ^2 , and then compare it to the critical value from the Chi-square distribution table at the desired significance level with the appropriate degrees of freedom (which is $(r - 1) \times (c - 1) = (5 - 1) \times (3 - 1) = 8$). If the calculated χ^2 value is greater than the critical value, you reject the null hypothesis and conclude that there is a significant association between gender and occupation. Otherwise, you fail to reject the null hypothesis.

ANOVA table

ANOVA ANALYSIS:

Source of Variation	Sum of Squares SS	df	Mean Squares MS	F	p-value
Between rows	353.76	4	88.44	4.4746	0.0129
Between columns	356.56	4	89.14	4.51	0.0125
Error (residual)	316.24	16	19.765		
Total	1026.56	24			

INTREPRETATION:

- **F for between rows**

F (4,16) at 0.05 level of significance

=3.0069

As calculated $F_R=4.4746 > 3.0069$

So, H_0 is rejected, hence there is significant differentiating between rows

- **F for between columns**

F (4,16) at 0.05 level of significance

=3.0069

As calculated $F_C=4.51>3.0069$

So, H_0 is rejected, hence there is significant differentiating between columns

FINDINGS OF THE SUGGESTION

FINDINGS

- Majority (25%) of the respondents are under the age group of 46-55years
- Majority (63 %) of the response are Female and male.
- Majority (25%) of the respondent are Handloom Weaver, Handloom Association Member & Researcher/Academic.
- Majority (33%) of the respondents are Less than 1 year

SUGGESTION

Conduct a market analysis of handloom products to determine their popularity and demand. This can be done by surveying customers and tracking sales data. Investigate the manufacturing process of handloom products to understand the environmental and social impact of the industry. Conduct case studies of businesses or organizations that promote and sell handloom products to understand effective marketing strategies and business models

CONCLUSION

Through the research paper entitled, “A study on Impact and Usage of handloom products in Coimbatore district”, in my study it is concluded that the demographic variables such as group,

gender and occupation are having less impact on the factors of customer satisfaction. The research outcome also indicates that, most of the respondents are females they are comfortable

with buying and using of handloom products.