

**A study on analyzing the awareness level of schemes
available to Handloom-Power loom weavers for their
secured livelihood at Arani Taluk, Tamil Nadu**

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Abstract

Onnupuram is a silk village where all the people engage in weaving profession. There might be a question raised like if all engage in weaving profession, who will be there to buy? Answer is as simple as follows. It will be given to textile shops, showrooms and other avenues where it is required. Even majority of youngsters are getting into this profession because there is an image that this business is evergreen as all women are liked to buy silk saris. Here there is a point where to be noticed such as people are doing their work and giving their best but there are totally unaware about the schemes offered by government. This study will be focused on creating awareness to the people resides at Taluk of Bhavani

Keywords: Government schemes, Handloom Power loom, Weavers, Benefit.

Introduction

Textile sector plays an important role for its contribution towards GDP which in turn identified the ways to increase weaver's livelihood. This will have positive impact on weaver's socio-economic development as it is already proven that our nations pride and prime occupation is declared as agriculture. The Indian textile sector is the largest economic activity second only to agriculture and contributes significantly to GDP, manufacturing output and export earnings at 2%, 12% and 11% respectively in addition to employment generation. Handloom is a part of textile sector face huge competition compared to power loom and other mill services. The Ministry of Textiles extended support to handloom through measures of policy formulation, trade regulation and export promotion. Nearly 19% of total cloth produced in the country via handloom substantially adds to export earnings. NCAER's report during 2010 states that household and non-household handloom worker are involved as per census.

When more members are joining handloom sector and bring productive and quality outcome on one side, the other side weavers are completely ignorant about the schemes especially related to handloom sector. Hence, they could not yield any benefit due to exploitation by brokers and intermediaries. The schemes to be known to lead their livelihood peacefully in the mindset of weavers are as follows:

1. Co-Operative Handloom Weavers Family Pension (CHWFP)
2. Co-Operative Handloom Weavers' Old Age Pension Scheme (CHWOAPS)
3. Co-Operative Handloom Weavers' Savings and Security Scheme (CHWSSS)
4. Development Schemes for Handloom and Power Loom Weavers (DSHPW)
5. Free Power Supply to Handloom and Power loom Weavers
 - a) Free Supply of Dhotis and Sarees Scheme
 - b) Rebate Subsidy Scheme
 - c) Free Supply of Uniforms to School Children

The Schemes mentioned above are meant exclusively for the weavers to lead their life with safety and security. CHWFP guarantees monthly pension to weaver's family member after the demise of the weaver; CHWOAPS highlights on weavers who attained age of 60, can avail pension of RS.400 per month; CHWSSS offers savings facility with the condition of weavers should be the member of Cooperative society plus he/she should maintain Rs.100/- share capital to avail this benefit. Once weaver gets retirement, government will pay weavers contribution with 6.5% interest. Lastly about DSHPW gives various facilities for the weavers to lead standardized life. The pettiest portion is that weavers do not aware of all the schemes offered

by the government where they entirely dependent on their wages for their life which ditches the weavers into dark.

Review of Literature

Nikhil Kaushik & Madhur Raj Jain (2015), this paper focused to study about the impact of various government schemes and welfare measured from government. Reason for doing this study is that, Handloom sector form the highest employment generating, labor-intensive and export-oriented industry especially in rural and semi-urban areas in India. Researchers took sample population of 106 weavers from Maheshwar city in Khargone district of Madhya Pradesh. Cross-sectional descriptive research was adopted to determine the awareness of weavers against the various schemes like yarn supply scheme, integrated handlooms development scheme, Marketing & Export Promotion Scheme, Health Insurance Scheme, Mahatma Gandhi Bunkar Bima Yojana and assessing the extent to which core issues in weaving are addressed through these schemes. It was found with great shock that almost one-fourth of weavers surveyed were not aware of these government schemes. Hence, an immediate effort about awareness campaign from government of India in this area is required so that satisfactory usage of these schemes to improve the livelihood and enhancement income of the weavers may take place.

Malmaraugan (2008), this article insisted on how one self's can able to purchase product through the influence of word of mouth. To identify this, researcher conducted survey of both primary and secondary data. To conduct primary data, he took sample size of 128 comprises of various professionals in the form of Questionnaire. Statistical tool adopted for the study was Chi-Square test. By adopting this method, researcher identified the importance and influence through word of mouth has its power that one can be easily stimulated through WOM compared to Magazines, Televisions, and Newspapers etc. Also, it is identified that WOM is 2 times greater efficient than radio advertising, 4 times efficient as personal selling, and seven times as efficient as newspapers and magazines.

Vaddi and Balakrishnaiah (2009), researchers focused to analyze the consumer awareness and consumer behavior towards khadi and Handloom products. The study was conducted in Andhra Pradesh and found that only 65% of consumers were aware about Handloom and Khadi but whereas remaining people don't have knowledge about it. Consumers or people who are aware both khadi and Handloom irrespective of their religion, communication and education levels. Also, Exhibitions, melas and rebate popularly notified by all class of consumers who were seduced by advertisements and they declare that they are in need of new and varieties of designs and bright colors

Agarwal and Luniya (2009), this article focused on women consumer and attempted to identify the purchasing behaviors of hand woven kota doria saris. Researcher conducted this study iThe study was conducted with 65 women respondent of age group 30 to 45 years, having family income not less than Rs. 15000 per month. It was found in the study that consumers are very much aware about the originality of hand woven doria pattern and the knowledge of Geographical Indications patent is very less. Floral mode of design, all over woven pattern, multicolor combination, and hand embroidery was most preferred. Most preferred buying venues were shops .Kota doria

Dharmaraju P. (2006), explored the experience of handloom weavers working in two co-operatives- Angara and Koyyalagudem in Andhra Pradesh. Unlike other societies in Andhra

Pradesh which are mainly dependent on order-based production, Angara handloom co-operatives adopted market driven production strategy of appointing professional designer to train weavers to integrate designs in production process. Angara closely observed market trends and quickly incorporated them in production process, used fine quality raw material and effective pricing strategy helping co-operatives to increase sales not only in Andhra Pradesh but in other states also. Koyalagudem co-operative, on the other hand held on to their ikkat weaving technique. The falling of demand for 'ikkat' in 1995 and sluggish nature of export markets collectively contributed to downtrend of sales of Koyalagudem co-operative products.

Sehgal G., Mir A. (2014), studied various developmental schemes implemented by government, semi government and other supporting agencies in Jammu and Kashmir State for socio economic development of various sectors such as agriculture, handlooms and handicraft. In agriculture sector, Kisan Credit Card (KCC) Scheme took a gradual increase in the first instance but later the achievement level decreased. As far as handloom sector was concerned, scheme showed an up down phenomenon. In handicraft sector, it was analyzed that the scheme implemented didn't show much achievement in the beginning but later achievement graph started increasing rapidly.

Kasisomayajula S. R. (2012), analyzed the socio-economic status of handloom industry in Andhra Pradesh. The real income of handloom workers was found to be declining even though active central and state government schemes were prevalent. There is a need for policy change at central as well as state level. He suggested that instead of designing similar schemes all over the country, there should be separate and customized schemes for North East India and the rest of the India. Failure of many schemes is because of improper coordination of central and state government. Budget allocation to handloom sector is quite low and government is unable to utilize allocated funds properly.

Devi L. (2014), studied the socio-economic conditions of the handloom workers in India. It has been found that handloom sector has slowly deteriorated over the years. Handloom weavers were facing severe livelihood crisis because of adverse government policies, globalization and change in socio-economic conditions. Ineffective implementation of government schemes has increased unfair competition from the power loom and mill sectors which are responsible for the crisis.

Research Gap

1. Majority of the researchers undergone their research work in studying about consumerism, consumer satisfaction and preferences on hand oven product
2. Extensive study is not carried out globally focusing for weaver's betterment

Objectives

1. To gain insight about the government schemes for weavers' welfare
2. To assess the essential level for understanding these schemes
3. To analyse the awareness level of schemes amongst weavers

Scope

1. Schemes are considered to be highly essential for weaver's life. Hence gaining awareness of those schemes makes weaver's standard of living to be good

Research Methodology

Research Design:	Descriptive Research Design
Sampling Unit :	Arni Taluk, Tamil Nadu
Sampling Design:	Simple random design
Sample Size:	35 (30 Handloom Weavers, 5 Power loom Weavers)
Data Collection Method	Primary & Secondary Data Collection Method
Tools Utilized for Data Collection	Structured Questionnaire & Interview Method

Data Analysis

Frequency Analysis

Table1: Demographic Variable - Gender of the Respondents

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	24	66.7	68.6	68.6
	Female	11	30.6	31.4	100.0
	Total	35	97.2	100.0	
Missing	System	1	2.8		
Total		36	100.0		

Source: Primary Data

Interpretation: Above table shows that there are 24 Male and 11 Female respondents. Also, it is evidenced that majority of the male are engaged in this weaving profession as the bread winner of the family and dependents are depending on his source of income.

Table 2: Demographic Variable – Marital Status of the Respondents

		Marital Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unmarried	8	22.2	22.9	22.9
	Married	25	69.4	71.4	94.3
	Others	2	5.6	5.7	100.0
	Total	35	97.2	100.0	
Missing	System	1	2.8		
Total		36	100.0		

Source: Primary Data

Interpretation: Above table shows that there are 8 respondents are still single and recently completed their education. And Majority of the respondents are Married i.e. 25 respondents are engaged with commitments in their life

Correlation Analysis

Correlation Analysis between Years of Experience and Awareness Level of Free Electricity Scheme

H0: There is no correlation between Years of Experience and Awareness level of Free Electricity Scheme

H1: There is correlation between Years of Experience and Awareness level of Free Electricity Scheme

Table 3: Correlations

		YOE	Awarenesslevel
YOE	Pearson Correlation	1	.338*
	Sig. (2-tailed)		.047
	N	35	35
Awareness level	Pearson Correlation	.338*	1
	Sig. (2-tailed)	.047	
	N	35	35

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation: The above table proved that, Accept Alternate hypothesis which means there is positive correlation between years of experience and awareness level of Free Electricity with Significance value 5%.

Chi-Square Analysis

Chi-Square Analysis on Awareness Level on Gender

H0: Awareness level is not dependent on Gender

H1: Awareness level is dependent on Gender

Table 4: Gender Wise Awareness Level

Crosstab							
			Awareness level				Total
			Not Aware	Low Awareness	Neutral	Moderately Aware	
Gender	Male	Count	16	3	2	3	24
		% within Gender	66.7%	12.5%	8.3%	12.5%	100.0%
		% within Awareness level	64.0%	100.0%	50.0%	100.0%	68.6%
	Female	Count	9	0	2	0	11
		% within Gender	81.8%	0.0%	18.2%	0.0%	100.0%
		% within Awareness level	36.0%	0.0%	50.0%	0.0%	31.4%
Total	Count	25	3	4	3	35	
	% within Gender	71.4%	8.6%	11.4%	8.6%	100.0%	
	% within Awareness level	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: Calculated data

Table 5: Chi-Square Tests

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.633 ^a	3	.304
Likelihood Ratio	5.358	3	.147
Linear-by-Linear Association	.681	1	.409
N of Valid Cases	35		
a. 6 cells (75.0%) have expected count less than 5. The minimum expected count is .94.			

Source: Calculated data

Interpretation: Above table proved that significant value is less than predetermined value. Hence hypothesis is to be rejected which shows that Awareness level does not depend on Gender

Chi-Square Analysis on Awareness Level on Age

H0: Awareness level is not dependent on age

H1: Awareness level depends on age

Table 6: Age wise Awareness Level

Crosstab						
		Awareness level				Total
		Not Aware	Low Awareness	Neutral	Moderately Aware	
Age	Upto 25	6	0	2	0	8
	26-35	6	1	1	0	8
	36-45	7	0	0	1	8
	Above 45	6	2	1	2	11
Total		25	3	4	3	35

Table 7: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.423 ^a	9	.492
Likelihood Ratio	11.154	9	.265
Linear-by-Linear Association	.880	1	.348
N of Valid Cases	35		
a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .69.			

Source: Calculated data

Interpretation: Based on significant value which is > 0.05 , accept the null hypothesis which means Awareness level does not dependent on age

Findings

1. It is transparent that, Majority of the aged weaving professionals do not aware the existing schemes offered by government
2. Research revealed that, only very few respondents i.e., few graduates are aware of few schemes like Free Electricity Schemes which is pettiest part to be recognized
3. Widows, Divorcees are independent as they are in position to earn whereas govt., subsidies offered are not aware by those victims. They depend solely on wages
4. It is to be noticed that, government offers schemes but intermediaries involvement collapses the entire system

Conclusion

Researcher would like to connote that; government should appoint weaver's welfare officers and make them whether all the benefits reach the weaver's segment. Also, Poll should be kept in every zone for weavers to share their issues related to the benefits received by them. Corrective action should be taken by the officer which makes to take prompt action to resolve this issue and makes the weaver's community strong to safeguard the lives and protect the honor of all human beings which also boost the economic development

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