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FINDINGS

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A STUDY ON DEMOGRAPHIC PROFILE AND PROBLEMS FACED BY THE POWERLOOM OWNERS WITH SPECIAL REFERENCES TO COIMBATORE CLUSTER

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COIMBATORE

ABSTRACT

The purpose of this study is to find out the major problems of power loom units in Coimbatore cluster. The objective of the study is to understand the personal profile and major problems faced by the owners of the power loom units in the study area. A total number of owners taken for the study is 200 and statistical tools employed to analyze are percentage analyze, descriptive Statistics and one way Anova.

KEYWORDS

Power loom Owners, Coimbatore Cluster, Problems of Power loom owners.

PREAMBLE

The Indian textile industry has an remarkable existence in the Indian economy. It is second largest employer after Agriculture in India. It is one of the largest in the world with a enormous raw material and textiles manufacturing base. The India Textile Industry has three main segments mill sector, handloom sector and decentralized power loom sector. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agricultural based raw-material production like cotton and related trade and handling could be stated to be around another 60 million. Weaving is one of the most ancient handicrafts patronized all over the world and at all times. Like food and shelter, clothing is also a basic need of every human being. The Indian textile industry today comprises of the large scale, well established and well organized mill sector on the one hand and the largely dispersed and unorganized handloom and power loom sector on the other. In fact, among the counties of the world, ancient India enjoyed an attractive position as a producer of the finest variety of hand spun and hand woven cloth. The art of spinning and weaving had certainly attained a high level of excellence and the craftsmen had acquired extra ordinary skills. Since ancient times, weaving has by and large remained the exclusive preserve of certain specific castes and communities.

This district is the most industrialised district in the state. In addition to the textile industry, the engineering industry also is quite developed which supports the textile manufacturing industry and vice versa. The growth and concentration of textile industry in the district has helped the growth of the industry engaged in the manufacture of machinery and tools for use in the textile industry. Also the handloom production is having a significant presence in this area. Coimbatore is noted even today for its handloom fabrics. These have contributed in no small measures towards establishing the industrial base of the district's economy. Coimbatore city has rightly been called the Manchester of South India.

REVIEW OF LITERATURE

IrannaT.Hatti (1996) in his research work has explained the economic problems and prospects of cotton power loom industry in Mumbai – Karnataka region. He emphasized on the importance of decentralized power loom sector in Indian Textile Industry.

Rakshit (2007) explained the overview of Power loom Industry in India. He focused on the decentralized sector of power loom industry. The decentralized sector plays a vital role in meeting the clothing needs of the country.

Ansari Abdul Majid(2007) in his research work studied the management, organisation and marketing problems of power loom co-operative societies in Malegaon. He has studied the profile of power loom co-operative societies in Malegaon, functions of the societies, structure of the societies etc.

Thakor D. V. (2010) has done research work on challenges and perspectives of Indian Power loom industry. Today the decentralized sector is facing numerous problems like obsolete technology, no implementation of business ethics, traditional method of marketing, lack of trained human resource, high cost of production with low quality etc.

Anusya.D, Perma.R (2013) studied the Problems and prospects of power loom units in somanur cluster in relation to its production efficiency and capabilities with a view to speed up modernization of the power looms. The study shows that there is no significant relationship between the experience of the power loom owners and problems faced by them.

Santhosh.V, Poorna.K, (2014) has studied the Electricity Problem in Power loom Units in Coimbatore. This study mainly concentrated on electricity problems of power loom industry which affects the production of the fabric and reduces the income of the weavers. The power loom sector has various areas of concern like the cost problem, weaving problem, no proper government support, etc., Many weavers have lost their sources of income and business due to shortage of power supply.

NEED FOR THE STUDY

In the present economic environment where dependency on foreign capital and know-how is increasing all round, the power loom industry presents a sustainable model of economic activity that is not energy intensive and has low capital costs, as well as an extensive skill base. The owners of power loom units in Coimbatore cluster facing different problem like production, finance and marketing in their day to day operations. Its survival in and adaptability to a wide range of economic conditions also needs to be understood in proper perspective, in order to underline the inherent problems of this enterprise is the need of the hour.

OBJECTIVES OF THE STUDY

The present study has been carried out with the prime objective of assessing The demographic profile of Power loom operators in Coimbatore cluster and study the major problems of power loom units' owners in Coimbatore cluster.

RESEARCH DESIGN

The study is an empirical analysis of the selected handloom and power loom units in the Coimbatore cluster. Data is collected both from primary and secondary sources. The areas are selected on the basis of a good concentration of handloom and power loom units in the Coimbatore district. Moreover proximity and convenience of the location of the units was another compelling reason for the selection of the area for the field survey.

PRIMARY DATA

The study is based basically on primary data obtained from the power loom units selected for obtaining the needed information. The primary data have been collected through structured and pre-tested questionnaire, personal interviews, discussions and observations.

SELECTION OF SAMPLE UNITS FOR PRIMARY DATA

The primary data has been collected from 200 sample power loom owners through a comprehensive questionnaire which was specially designed for the purpose. The questionnaire was administered to 200 sample units and data has been collected through personal interview method. In order to conduct survey of sample units in the study area, the interview time was fixed to suit the convenience of the respondents and the interviews were held at the place of weaving. This enabled to observe the working and living conditions of the owners from close angles.

SECONDARY DATA

The primary data were supplemented by a spate of secondary sources of data. The secondary data pertaining to the study was gathered from the records published by the Ministry of textile industry Government of India, Power loom service centre, SITRA, Textile committee Coimbatore, various University libraries and from Internet web resources. Further, the secondary data were also collected from various leading journals. A number of standard text books were studied to obtain pertinent literature on migrated workers in unorganized sectors.

DISCUSSIONS AND INFORMAL INTERVIEWS

In order to know the knowledge assessment on textile business recent changes in the textile manufacturing, benefits and problems, come accrossed by the owners, several rounds of discussion were held with knowledgeable persons in the field of power loom industries, and research supervisor.

PRE-TEST

The interview schedule meant for the respondents was pre-tested with 50 power loom entrepreneurs. After pre-testing, necessary modifications were made in the interview schedule to fit in the track of the present study.

TABLE- 1: SHOWING PERSONAL PROFILE OF THE POWER LOOM OWNERS

Gender	Frequency	Percent	Cumulative Percent
Male	144	72	72
Female	56	28	100
Age			
20 to 30 years	76	38	38
31 to 40 years	63	31.5	69.5
41 to 50 years	46	23	92.5
Above 50 years	15	7.5	100
Educational Qualification			
Illiterate	22	11	11
School level	88	44	55
Under Graduate	60	30	85
Post Graduate	30	15	100
Total	200	100	
Monthly Income			
Rs. 20000 to30000	63	31.5	31.5
Rs. 30001to40000	73	36.5	68
Rs. 40001to 50000	42	21	89
Above Rs. 50000.	22	11	100
Total	200	100	
Marital status			
Married	122	61	61
Unmarried	78	39	100
Total	200	100	
Nature of Family			
Nuclear	110	55	55
Joint Family	90	45	100
Total	200	100	
Size of Family			
Upto 2 members	16	8	8
3 to 5members	143	71.5	79.5
Above 6 members	41	20.5	100
Total	200	100	
Experiences			
Upto 2 years	37	18.5	18.5
3 to 5years	65	32.5	51
6 to 10years	59	29.5	80.5
Above 10years	39	19.5	100
Total	200	100	
Number of power looms owned			
Below 10	71	35.5	35.5
10 to 20	82	41	76.5
21 to 30	34	17	93.5
Above 31	13	6.5	100
Total	200	100	

Source: Primary Data

The above table shows that majority of the sample respondents are male with age category of 20 to 30 years, they are having only school level education and monthly income level to the majority of power loom owners is Rs. 30001 to 40000 per month. 55 % of the sample respondents' nature of family is Nuclear family with 3-5 members. 65% owners are having 3 to 5 years power loom business experience and 82 % of the owners owned 10 to 20 power looms.

TABLE- 2: SHOWING PROBLEMS FACED BY THE POWER LOOM OWNERS

Problems Faced by the Power loom owners	N	Sum	Mean	Std. Deviation
Shortage of Power	200	419	2.10	0.98
Scarcity of Raw Materials	200	463	2.32	1.03
Lack of government support	200	504	2.52	1.23
Changes in climatic condition	200	495	2.48	1.16
High Cost of Production	200	532	2.66	1.26
Lack of proper maintenance	200	614	3.07	1.33
Shortage of working capital	200	411	2.06	1.03
Increase in material cost	200	433	2.17	0.97
Increase in salaries and work force	200	526	2.63	1.14
Lack of Government Subsidies	200	520	2.60	1.26
Higher Rate of Interest charged by private financiers	200	516	2.58	1.46
Lack of awareness to market information	200	442	2.21	1.20
Transportation problems	200	494	2.47	1.07
Warehousing problems	200	540	2.70	1.19
Competition from another sector	200	538	2.69	1.15
Lack of advertising	200	630	3.15	1.41

Source: Primary Data

The above descriptive Statistics table shows that the problems Faced by the Power loom owners in Coimbatore cluster.

ONE WAY ANOVA

HO: There is no mean difference between gender and problems faced by the Power loom Owners.

ANALYSIS OF VARIANCE

TABLE 3

Problems		Sum of Squares	df	Mean Square	F	Sig.	Result
Shortage of Power	Between Groups	0.1	1	0.07	0.07	0.79	NS
	Within Groups	191.1	198	0.97			
	Total	191.2	199				
Scarcity of Raw Materials	Between Groups	0.0	1	0.00	0.00	0.96	NS
	Within Groups	211.2	198	1.07			
	Total	211.2	199				
Lack of government support	Between Groups	5.5	1	5.49	3.67	0.06	NS
	Within Groups	296.4	198	1.50			
	Total	301.9	199				
Changes in climatic condition	Between Groups	0.3	1	0.32	0.24	0.63	NS
	Within Groups	269.6	198	1.36			
	Total	269.9	199				
High Cost of Production	Between Groups	1.2	1	1.23	0.78	0.38	NS
	Within Groups	313.7	198	1.58			
	Total	314.9	199				
Lack of proper maintenance	Between Groups	0.2	1	0.21	0.12	0.73	NS
	Within Groups	350.8	198	1.77			
	Total	351.0	199				
Shortage of working capital	Between Groups	0.6	1	0.64	0.60	0.44	NS
	Within Groups	209.8	198	1.06			
	Total	210.4	199				
Increase in material cost	Between Groups	8.7	1	8.73	9.77	0.00	S
	Within Groups	176.8	198	0.89			
	Total	185.6	199				
Increase in salaries and work force	Between Groups	0.6	1	0.55	0.42	0.52	NS
	Within Groups	260.1	198	1.31			
	Total	260.6	199				
Lack of Government Subsidies	Between Groups	1.8	1	1.75	1.10	0.30	NS
	Within Groups	316.3	198	1.60			
	Total	318.0	199				
Higher Rate of Interest charged by private financiers	Between Groups	17.4	1	17.44	8.48	0.00	S
	Within Groups	407.3	198	2.06			
	Total	424.7	199				
Lack of awareness to market information	Between Groups	0.7	1	0.68	0.47	0.49	NS
	Within Groups	284.5	198	1.44			
	Total	285.2	199				
Transportation problems	Between Groups	3.2	1	3.18	2.78	0.10	NS
	Within Groups	226.6	198	1.14			
	Total	229.8	199				
Warehousing problems	Between Groups	0.3	1	0.25	0.18	0.67	NS
	Within Groups	283.7	198	1.43			
	Total	284.0	199				
Competition from another sector	Between Groups	0.1	1	0.14	0.10	0.75	NS
	Within Groups	262.6	198	1.33			
	Total	262.8	199				
Lack of advertising	Between Groups	0.1	1	0.06	0.03	0.86	NS
	Within Groups	395.4	198	2.00			
	Total	395.5	199				

Source: Primary Data

5% Level of Significance NS=Not Significant S= Significant

The above table shows that the F ratio values of "Increase in material cost" and "Higher Rate of Interest charged by private financiers" are greater than p value hence null hypothesis is rejected and concluded that there is significance difference between the mean values among the male and female power loom owners. But all other problems there is no significance difference between the male and female power loom owners. Hence the null hypothesis is accepted.

SUGGESTIONS

The development and expansion of power loom sector is greatly required for India's overall economic development. The owners of power loom sector in India should form a cluster to share infrastructure and technology. There should be integrated and regulated markets for supply of fine quality of materials at affordable rates to the power loom sector. The government should motivate the banks to provide financial assistance to the power loom sector with easy documentations. Research and development should be carried on constantly in the power loom sector for enhanced innovation and creativity. Export markets should be tapped to the advantages of power loom sector with the help of government and other stakeholders. Sufficient steps should be taken to promote the export of power loom products. The owners of power loom sector must enter into joint venture with their peers abroad in order to reap the global benefits.

CONCLUSION

The power loom industry provides one of the basic necessities of life. The power loom industry occupies an important role in the economy of India because of its contribution to the industrial output as well as the generation of the employment. The above study shows that the owners of the power loom units in Coimbatore cluster face much number of problems. The shortage of power supply, scarcity of raw materials, lack of government support and changes in the climatic conditions are some paramount problems faced by the owners.

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