INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar, Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world. Circulated all over the world & Google has verified that scholars of more than 4767 Cities in 180 countries/territories are visiting our journal on regular basis. Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

CONTENTS

Sr.		Page				
No.	TITLE & NAME OF THE AUTHOR (S)	No.				
1.	IMPACT OF FACEBOOK USAGE ON STUDENT ACADEMIC PERFORMANCE: THE CASE OF WOLLEGE	1				
	UNIVERSITY					
	V.P.S. ARORA & SARFARAZ KARIM					
2.	A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE ON QUALITY OF WORK LIFE AMONG WOMEN	7				
	EMPLOYEES OF ITES COMPANIES WITH SPECIAL REFERENCE TO SELECTED COMPANIES IN COIMBATORE					
•	DR. S. GANESAN & SUKANYA.L					
3.	IMPACT OF VILLAGE INFRASTRUCTURE INITIATED BY KORBA COALFIELDS OF CHHATTISGARH (INDIA) ON VILLAGERS' WAY OF LIVING	11				
	A S BABU & SUKANTA CHANDRA SWAIN					
4.	REVENUE MANAGEMENT: A CASE STUDY OF BHARAT SANCHAR NIGAM LIMITED	18				
4.	DR. U. PADMAVATHI	10				
5.	DIGITAL MARKETING – WAY TO SIGNIFICANCE	22				
J.	SEMILA FERNANDES & VIDYASAGAR A.					
6.	PERFORMANCE MANAGEMENT IN SUGAR INDUSTRIES					
	M. SARADADEVI & K. YASODA	28				
7 .	FOREIGN DIRECT INVESTMENT INFLOWS, TECHNOLOGICAL INNOVATION, SUSTAINABLE DEVELOPMENT	32				
	AND SKILLED HUMAN BEHAVIOR: A MULTIVARIATE GRANGER CAUSALITY STUDY - EVIDENCE FROM					
	FRANCE					
	DR. BHUMIKA GUPTA & DR. JASMEET KAUR					
8.	CONSTRUCTION OF INTER QUARTILE RANGE (IQR) CONTROL CHART USING PROCESS CAPABILITY FOR	35				
	STANDARD DEVIATION					
	DR. C. NANTHAKUMAR & S.VIJAYALAKSHMI					
9 .	EQUITY SHARE PERFORMANCE OF AUTO MOBILE INDUSTRY IN BSE	39				
	M. NIRMALA & P. PAVITHRA					
10.	TURN OF THE MONTH EFFECT IN INDIAN METAL SECTOR WITH SPECIAL REFERENCE TO BSE METAL INDEX	43				
4.4	J. SUDARVEL & DR. R. VELMURUGAN ROLE OF MAHILA SAHKARI BANK IN WOMEN EMPOWERMENT	40				
11.	DR. R. P. AGRAWAL & AJITA SAJITH	46				
12.	STRESS AMONG IT SECTOR EMPLOYEES	49				
12.	SABARI GHOSH	45				
13 .	MOBILE BANKING IN INDIA: A COMPARATIVE STUDY ON HDFC BANK AND AXIS BANK	54				
10.	N. NEERAJA	54				
14.	LEADERSHIP REQUIREMENTS TO MANAGE GLOBAL BUSINESS	58				
	DEEPA NATHWANI					
15.	A STUDY ON EMOTIONAL INTELLIGENCE AMONG TEACHERS IN PRIVATE SCHOOLS OF DINDIGUL DISTRICT	63				
	DR. R. RADHIKA DEVI & SOUNDARYA.N.					
16 .	A STUDY ON CONSUMERS OPINION TOWARDS ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO	67				
	COIMBATORE CITY					
	NITHYA M & T. RAHUL PRASATH					
17 .	AN EVALUATION OF SERVICES BY DOCTORS PROVIDED BY PHARMACEUTICAL COMPANIES	74				
	MENKA TRIPATHI & DR. PRATIBHA JAIN					
18 .	OPPORTUNITIES AND CHALLENGES TO TOURISM INDUSTRY: A CASE STUDY OF JAMMU AND KASHMIR	79				
4.2	MUNEER A KHAN, SHAHNEYAZ A BHAT, SUHAIL A BHAT & MUDASIR AHMAD WAR					
19 .	PERCEPTION OF STUDENT TOWARDS FATE AND LOCUS OF CONTROL AT HIGHER SECONDARY LEVEL: A	83				
	STUDY IN PERCEPTION					
20	P. THANGARAJU	05				
20 .	SOCIO ECONOMIC CONDITIONS OF HANDLOOM WEAVERS: A STUDY OF KARIMNAGAR DISTRICT ANKAM SREENIVAS & KALAKOTLA SUMAN	85				
		96				
	REQUEST FOR FEEDBACK & DISCLAIMER	50				

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India) Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG Faculty, Shree Ram Institute of Business & Management, Urjani

<u>ADVISORS</u>

PROF. M. S. SENAM RAJU Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi PROF. M. N. SHARMA Chairman, M.B.A., Haryana College of Technology & Management, Kaithal PROF. S. L. MAHANDRU Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

<u>CO-EDITOR</u>

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia PROF. SANJIV MITTAL University School of Management Studies, Guru Gobind Singh I. P. University, Delhi PROF. ANIL K. SAINI Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi DR. SAMBHAVNA Faculty, I.I.T.M., Delhi

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad **SURJEET SINGH**

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

FORMER TECHNICAL ADVISOR

AMITA Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL Advocate & Tax Adviser, Panchkula NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL Advocate, Punjab & Haryana High Court, Chandigarh U.T. CHANDER BHUSHAN SHARMA Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories <u>http://ijrcm.org.in/</u>

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> or online by clicking the link **online submission** as given on our website (<u>FOR ONLINE SUBMISSION, CLICK HERE</u>).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

- NOTES:
 - a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>**pdf.**</u> <u>version</u> is liable to be rejected without any consideration.
 - b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Abstract alone will not be considered for review and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be **bold typed**, **centered** and **fully capitalised**.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully italicized text**, ranging between **150** to **300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
- 7. JEL CODE: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. HEADINGS: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION REVIEW OF LITERATURE NEED/IMPORTANCE OF THE STUDY STATEMENT OF THE PROBLEM OBJECTIVES HYPOTHESIS (ES) RESEARCH METHODOLOGY RESULTS & DISCUSSION FINDINGS RECOMMENDATIONS/SUGGESTIONS CONCLUSIONS LIMITATIONS SCOPE FOR FURTHER RESEARCH REFERENCES APPENDIX/ANNEXURE

The manuscript should preferably range from 2000 to 5000 WORDS.

- 12. FIGURES & TABLES: These should be simple, crystal CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
- 13. **EQUATIONS/FORMULAE**: These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. ACRONYMS: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. REFERENCES: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow Harvard Style of Referencing. Also check to make sure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- *Headers, footers, endnotes and footnotes should not be used in the document.* However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

 Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

• Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

• Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

SOCIO ECONOMIC CONDITIONS OF HANDLOOM WEAVERS: A STUDY OF KARIMNAGAR DISTRICT

ANKAM SREENIVAS RESEARCH SCHOLAR DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT KAKATIYA UNIVERSITY WARANGAL

KALAKOTLA SUMAN STUDENT DEPARTMENT OF HUMAN RESOURCE MANAGEMENT KAKATIYA UNIVERSITY WARANGAL

ABSTRACT

The study finds that the majority of the respondents in the age group of 50-60 years, young generation are convert to powerloom. Because low profits, low wages and low monthly income. Handloom weavers belongs to rural and urban areas; majority of the respondents belongs to rural area because handloom industry is rural based industry. Handloom weavers are including hindus, Christians and muslims. The majority of the respondents are belonging to hindu. in hindu religion, the padmashali caste people are actively engaged in weaving. Handloom weaving only BC caste persons because handloom weaving is a hereditary. Like Padmashali and dudekula etc. The majority of respondents are illiterate and minority of weavers have very poor educational background and they force their children to join their own profession by discontinuing the studies at primary level of education. The non-studying children and even the school going children are involving pre weaving and post weaving process. Respondents are living the joint and nuclear families; the majority of respondents are leaving the nuclear family. Because urbanization, decentarlisation and globalization. The average size of the respondent's family is six members, the large number of dependents in the family has resulted in deterioration of their financial position. Respondents are occupied by hereditary and non-hereditary, the majority of respondents are occupied by the hereditary. Respondents are living in the rcc(building), shed, tiles, hut and rent houses, the majority of respondents are living in the tiles. Because handloom weavers are financially and economically very poor background. Respondents are having Anotodaya Anna Yojana (AAY) card, Below Poverty Line (BPL) card and Antodaya Poverty Line (APL) card the majority of respondents are having Anotodaya Anna Yojana (AAY) card its indicate very poor living conditions and financial status. The majority of respondents are don't have any land. That reflects respondents are economically very poor background. Respondents are using bicycle and motor cycle; the majority of respondents are using bicycle. Respondents are taking loan from bank, financial institutions, micro finance and others. The majority of respondents are taking loan from bank. The majority of respondents are earning 3,000 – 4,000 per month. This reflects the poor standard living and weak financial status of the handloom weavers. The handloom weavers are categorized into five i.e., independent weaver, co-operative society weaver, labour weaver, under middle man and master weaver. The majority of respondents are co-operative society weavers. The majority of respondents are working for 8 – 10 hours per day, the y average income is not exceeding Rs. 4,000 per month. This reflects the poor financial conditions of the handloom weavers. The majority of respondents are weaving experience 30-40 years. This reflects young generations are converting to powerloom. The respondent's entire family members involving in weaving. This is mainly due to the persistence of heavy work load on the one hand and extreme penury conditions on the other hand. Respondents are purchasing raw material into three ways such as co-operative society, local raw material dealer and direct purchased. The majority of respondents are purchasing raw material from co-operative society. Respondents are using fly shuttle pit loom and fly shuttle frame loom. The majority respondents are using fly shuttle frame loom, he respondents lack of necessary initiative to acquire improved and modern types of looms and accessories due to their illiteracy and poverty. Hence, the Government of India and state government should step in for the improvement of the situation.

KEYWORDS

Handloom weavers, Karimnagar

INTRODUCTION

andloom weaving is an ancient industry. The textile cottage industry includes cotton, silk, and bleaching, dying, finishing, hosiery, lace embroidery, silk reeling, silk twisting. It is the chief means of livelihood to people who entirely depend upon it. Handloom sector plays an important role in state economy. Weaving is the basic process among the various manufacturing stages of handloom clothes. It is defined as a frame for weaving equipped with some wooden devices. The sound of the handloom is the music of rural home. In the process of weaving the handloom weavers achieve harmony of motion and rhythms in Karimnagar.

Telangana is one of the important States in the Handloom Industry. Handloom industry has providing employment in directly 2.41 lakhs and indirectly 6 lakhs. There are about 82,435 handloom weavers in cooperative fold and 1, 58,902 in outside cooperative fold. There are 475 Weavers Cooperative Societies in the State consisting of Cotton-253, Silk-50, and Wool-44. Besides this, there are 128-Tailor and other societies. There is one Apex society i.e. TSCO for marketing the handloom products.

OBJECTIVES OF THE STUDY

- 1. To study the progress of handloom industry.
- 2. To analyse the socio-economic condition of handloom weavers.
- 3. To give the suitable suggestions to develop the handloom industry

NEED OF THE STUDY

The handloom industry has facing many problems such as scarcity of raw materials, marketing, finance and the most important being high incidence of mammals offered to officials. In view of this, there is an imperative need to undertaking a comprehensive study of the "Socio economic condition of handloom weavers in Telangana" covering aspects such as, the impact of socio economic conditions of weavers, structure of handloom weavers living conditions. Karimnagar district has been chosen for an intensive and detailed study since the district stands first in production and first in respect of membership in societies in the state.

RESEARCH METHODOLOGY

SCOPE OF THE STUDY: The study broadly examines the Socio-economic conditions of handloom weaver in Karimnagar district from 2005-2015. i.e, 10 years' period.

SOURCE OF DATA: The study is based on primary data as well as secondary data.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 86

Primary Data: The main source of the data are the weavers themselves and executive members of the society the elicit the proper information from the weavers a structured questionnaire was served to the weavers who were working in the societies. A part from this, personal interview group discussion and observation methods were used in collecting the first hand information

Secondary Data: Secondary data for the study has been collected using published reports by the government, departments, offices Centre's consequently with the industry, published research papers in the reputed journals, books, thesis and dissertation and listing websites relating to the presented research. **SAMPLE SIZE:** Sample of 200 weavers selected from the Karimnagar District.

AREA OF STUDY: This study was confined to handloom weavers of Karimnagar District

LIMITATIONS OF THE STUDY: These are the limitations of the present research study. The study is essentially a micro level study. The information through the questionnaires may not have covered correct figures social, economic condition. The opinions and expressions of weavers are based on the personal experience with the societies the secondary data are taken as reported in the records however, the primary data is added to know the present conditions of weavers.

REVIEW OF LITERATURE

Dharmaraju P. (2006) In his paper "Marketing in Handloom Co-operatives", Dharmaraju has expressed his view that, over the decades, the experience of handloom co-operatives has been a mixed one. The arbitrary mergers, excessive control by master weavers and local power groups, politicization and bureaucratization and mismanagement of funds, are some factors that have obstructed the efficient functioning of co-operatives.

D. Narasimha Reddy (2008) Is of the opinion that, it is time that, government recognized the value of the handloom sector in achieving sustainable development of the country. Despite the adverse conditions, due to larger support from consumers and being a livelihood option for millions of weavers, Handloom sector has been surviving and has the potential to be so. Government has to ensure a 'level playing field' for this sector towards competition among the different sub-sector of textile industry.

Sehgal H. K. (2009) has examined that as far as the garment export sector is concerned, there have been mixed signals: continuing world economic downturn; some late recovery, however temporary and for some people; recent Rupee appreciation and with a new Government, expected to be stable, assuming charge. Prachi (2010) has observed that Indian handloom is growing in its popularity not only among the people in India, but also among the people admiring Indian handloom and Indian handlorafts from around the globe. In spite of having distinct styles and ways of weaving, there is a lot of exchange of styles that happened among the diverse Indian handloom styles.

TNN (2011) has mentioned that the state government has taken several decisions to encourage weavers to boost handloom industry in the state. The state government with the cooperation of the Centre has formulated several schemes to ameliorate the socio-economic conditions of the weavers belonging to the handloom industry.

IANS (2011) has noted that Indian consumers need to change the thinking; they need to think 'swadeshi' rather than 'videshi'. The greatest tragedy weavers' face is being ignored not just by people but by designers as well. The fashion industry is a very powerful platform to convey the message across the masses that fashion is more than chic dressing; there has to be an essence to it.

Dr. Srinivasa Rao Kasisomayajula (2012) presented a paper basing on field work Socio-economic analysis of handloom industry in Andhra Pradesh A Study on selected districts. he was studied in the socio economic analysis of handloom industry in Andhra Pradesh a study on Selected district (East Godavari, Prakasam, Kurnool, Nalgonda).

A. Kumudha, M.Rizwana (2013) in her paper Problems faced by handloom industry-A study with handloom weavers co-operative socities in erode district the paper focus on problems of handloom industry and problems of handloom co-operative society weavers.

Venkateswaran. A (2014) in his paper A Socio Economic Conditions of Handloom Weaving: A field study in Kallidaikurichi of Tiruneveli District this paper studied in the A Socio Economic Conditions of Handloom weavers and problem facing on handloom weavers.

DATA ANALYSIS AND INTERPRETATION

An attempt is made in this paper is to examine the socio-economic profiles of sample handloom weavers focusing on the basis of age wise, area wise, religion, caste, educational qualification, type of the family, size of family, type of the occupation, type of the house, type of the ration card, land owned, assets owned, loan, monthly income, working status, working hours, experience profile, number of family members involving in weaving, purchase of raw material and type of the loom.

The below table 3-1 shows the Age wise distribution of handloom weavers in the four selected mandals of Karimnagar district. The age groups have been categorized into four such as below 40, 40-50, 50-60 and 60 and above.

S.	Age Groups (Years)		No. of Respondents						
No		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi				
1	Below 40	0	0	0	0	0			
2	40-50	8	10	5	9	32			
		(16.00)	(20.00)	(10.00)	(18.00)	(16.00)			
3	50-60	29	30	27	32	118			
		(58.00)	(60.00)	(54.00)	(64.00)	(59.00)			
4	60 Above	13	10	18	9	50			
		(26.00)	(20.00)	(36.00)	(18.00)	(25.00)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

TABLE 3-1: AGE WISE DISTRIBUTION OF HANDLOOM WEAVERS

Source: Field survey

The above table 3-1 reveals that age wise distribution of handloom weavers from the selected mandals, of Karimnagar district. It is observed that out of the 50 respondents in the Karimnagar mandal, the highest number, 29(58.00%) respondents are under age group of 50-60 years, followed by under age group of 60 above years with 13(26.00%) respondents and 8(16.00%) respondents are under age group of 40-50 years. But no handloom weaver found under the age group of below 40 years over the study period.

It is observed that out of the 50 respondents in the Siricilla mandal, the highest number, 30(60.00%) respondents are under age group of 50-60 years, followed by under age group of 60 above years with 10(20.00%) respondents and 10(20.00%) respondents are under age group of 40-50 years. But no handloom weaver found under the age group of below 40 years over the study period.

It is observed that out of the 50 respondents in the Thangallapally mandal, the highest number, 27(54.00%) respondents are under age group of 50-60 years, followed by under age group of 60 above years with 18(36.00%) respondents and 5(10.00%) respondents are under age group of 40-50 years. But no handloom weaver found under the age group of below 40 years over the study period.

It is observed that out of the 50 respondents in the Garshakurthi mandal, the highest number, 32(64.00%) respondents are under age group of 50-60 years, followed by under age group of 60 above years with 9(18.00%) respondents and 9(18.00%) respondents are under the age group of 40-50 years. But no handloom weaver found under the age group of below 40 years over the study period.

The overall observation reveals that the majority of 118(59.00%) handloom weavers are in the age group of 50-60 years, followed by under the age group above 60 years with 50(25.00%) respondents and 32(16.00%) respondents are under the age group 40-50 years. But no respondent was found under the age group of below 40 years over the study period.

An attempt is made in the table 3-2 is to understand the area wise distribution of the selected handloom weavers from the selected mandals of Karimnagar district. The area has been organized into two i.e., rural and urban.

TABLE 3-2: AREA WISE DISTRIBUTION OF HANDLOOM WEAVERS									
S. No	Area		Total (%)						
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi				
1	Rural	50	0	50	50	150			
		(100.00)		(100.00)	(100.00)	(75.00)			
2	Urban	0	50	0	0	50			
			(100.00)			(25.00)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(25.00)	(100.00)	(100.00)			
			Source:	Field survey					

TABLE 3-2: AREA WISE DISTRIBUTION OF HANDLOOM WEAVERS

The above table 3-2 found that area wise distribution of handloom weavers from the selected mandal, of Karimnagar district. In the Karimnagar mandal, of the 50(100.00) respondents are belongs to rural area, in the Siricilla mandal, of the 50(100.00) respondents are belongs to urban area. In the Thangallapally mandal, of the 50(100.00) respondents are belongs to rural area. In the Garshakurthi mandal, of the 50(100.00) respondents are belongs to rural Area. The overall observation found that the majority of 150(75.00%) handloom weavers belongs to rural area and 50(25.00%) respondents belongs to urban area over

the study period.

RELIGION: India known as the land of spirituality and philosophy, was the birthplace of some religions, which even exist today in the world. The most dominant religion in India today is Hinduism. About 80% of Indians are Hindus. Hinduism is a colorful religion with a vast gallery of Gods and Goddesses. Hinduism is one of the ancient religions in the world. It is supposed to have developed about 5000 years ago. Later on in ancient period other religions developed in India. Around 500 BC two other religions developed in India, namely, Buddhism and Jainism. Today only about 0.5% of Indians are Jains and about 0.7% are Buddhist. In ancient times Jainism and specially Buddhism were very popular in India. Indians who accepted Buddhist philosophy spread it not only within the Indian sub-continent but also to kingdoms east and south of India. These three ancient religions, Hinduism, Buddhism and Jainism, are seen as the molders of the India philosophy. The below table 3-3 shows the religion wise distribution of handloom weavers from the selected mandals of Karimnagar district. Religions has been categorized into four i.e., hindu, muslim, Christian and others religions.

TABLE 3-3: RELIGION WISE DISTRIBUTION OF HANDLOOM WEAVERS								
S. No	Religion			Total (%)				
		Karimnagar	Siricilla	ThangallaPally	Garshakurthi			
1	Hindu	47	48	49	48	192		
		(94.00)	(96.00)	(98.00)	(96.00)	(96.00)		
2	Muslim	0	0	0	0	0		
3	Christian	3	2	1	2	8		
		(6.00)	(4.00)	(2.00)	(4.00)	(4.00)		
4	Others	0	0	0	0	0		
Total		50	50	50	50	200		
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)		
Course Citle course								

Source: Field survey

The above table 3-3 reveals that religion wise distribution of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 47(94.00%) respondents are belongs to hindu religion, followed by the christian religion with 3(6.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 48(96.00%) respondents are belongs to hindu religion, followed by the christian religion with 2(4.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 49(98.00%) respondents are belongs to hindu religion, followed by the christian religion with 1(2.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 48(96.00%) respondents are belongs to hindu religion, followed by the christian religion with 2(4.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

The overall observation reveals that the majority of 192(96.00%) respondents belongs to hindu religion, followed by the christian religion with 8(4.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

CASTE: In Indian caste system has been divided into four such as BC, SC, ST OC castes. There are so many sub castes under each and every caste. In the present study of taken the four categories generally, in India handloom weaving profession will be day by only BC community and especially the sub caste "padmashalis" The below table 3-4 shows the Caste wise distribution of handloom weavers from the selected mandals, of Karimnagar district. Caste can be classified into four i.e., BC, SC, ST and OC castes.

TABLE 3-4: CASTE WISE DISTRIBUTION OF HANDLOOM WEAVERS
--

S. No	Caste			Total (%)		
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	BC	50	50	50	50	200
		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)
2	SC	0	0	0	0	0
3	ST	0	0	0	0	0
4	Others	0	0	0	0	0
Total		50	50	50	50	200
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)

Source: Field survey

The above table 3-4 clears that all the selected handloom weavers from the BC communities and no handloom weavers found from other the BCs in all the sample mandals of Karimnagar district over the period of study.

EDUCATION: Education system plays vital role in the working nature and anther of the handloom industry. Generally lower the education, higher the improvement in the handloom weaving and vice-versa.

The below table 3-5 shows the Educational Qualification of the handloom weavers from the selected mandals, of Karimnagar district. Educational qualification can be divide into five i.e., illiterate, primary level, secondary level, higher secondary, inter and degree.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

TABLE 3-5: EDUCATIONAL QUALIFICATION OF THE HANDLOOM WEAVERS

S.	Educational Qualification		No. of Respondents						
No		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi				
1	Illiterate	28	34	36	26	124			
		(56.00)	(68.00)	(72.00)	(52.00)	(62.00)			
2	Primary level	22	16	14	24	76			
	(1-5)	(44.00)	(32.00)	(28.00)	(48.00)	(38.00)			
З	Secondary level (6-10)	0	0	0	0	0			
4	Inter	0	0	0	0	0			
5	Degree	0	0	0	0	0			
Tota	I	50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

Source: Field survey

The above table 3-5 shows that Educational Qualification of the handloom weavers from the selected mandal, of Karimnagar district. In the Karimnagar mandal, out of 50 handloom weavers, The highest number 28(56.00%) handloom weavers were found illiterate, followed by secondary level of education with 22(44.00%) handloom weavers and no handloom weaver was found in this system those who studied beyond the secondary level of education for the study period.

In the Siricilla mandal, out of 50 handloom weavers, The highest number 34(68.00%) handloom weavers were found illiterate, followed by secondary level of education with 16(32.00%) handloom weavers and no handloom weaver was found in this system those who studied beyond the secondary level of education for the study period.

In the Thangallapally mandal, out of 50 handloom weavers, The highest number 36(72.00%) handloom weavers were found illiterate, followed by secondary level of education with 14(28.00%) handloom weavers and no handloom weaver was found in this system those who studied beyond the secondary level of education for the study period.

In the Garshakurthi mandal, out of 50 handloom weavers, The highest number 26(52.00%) handloom weavers were found illiterate, followed by secondary level of education with 24(48.00%) handloom weavers and no handloom weaver was found in this system those who studied beyond the secondary level of education for the study period.

The overall observation found that the majority of the handloom weavers are illiterates as well as under the primary education. But no handloom weavers were who completes beyond the primary education among the selected mandals, of the Karimnagar district under the study period.

FAMILY: A family is a domestic group of people, or a number of domestic groups, typically affiliated by birth or marriage, or by comparable legal relationships including domestic partnership, adoption, surname and in some cases ownership.

Family system can be divided into two types such as

Joint family. 1.

Nuclear family. 2.

1. JOINT FAMILY: Joint Family is recognized as a social institution from time immemorial. It is a large social group in which the father, mother, their mature and immature children, their brother and parents live together. In general, a family is called a joint family where the members in a house, taking food in a common cookery enjoy undivided landed property, participate in a common worship and united in blood relationship.

2. NUCLEAR FAMILY: The nuclear family is a term used to define a family group consisting of a pair of adults and their children. This is in contrast to a single-parent family, to the larger extended family, and to a family with more than two parents.

The following table table 3-6 shows the Type of the family of handloom weavers from the selected mandals, of Karimnagar district. Family can be divided into two i.e., joint family and nuclear family.

S. No Type of the family No. of Respondents Total (%)									
S. No	Type of the family		No. of Respondents						
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi				
1	Joint	6	7	8	5	26			
	Family	(12.00)	(14.00)	(16.00)	(10.00)	(13.00)			
2	Nuclear Family	44	43	42	45	174			
		(88.00)	(86.00)	(84.00)	(90.00)	(87.00)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

TABLE 3-6: TYPE OF THE FAMILY

Source: Field survey

The above table 3-6 describes that Type of the family of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 repondents, the highest number 44(88.00%) respondents are Live in the nuclear family, the lowest number 6(12.00%) respondents are live in the Joint family under the study period.

In the Siricilla mandal, out of 50 repondents, the highest number 43(86.00%) respondents are Live in the nuclear family, the lowest number 7(14.00%) respondents are live in the Joint family under the study period.

In the Thangallapally mandal, out of 50 repondents, the highest number 42(84.00%) respondents are Live in the nuclear family, the lowest number 8(16.00%) respondents are live in the Joint family under the study period.

In the Garshakurthi mandal, out of 50 repondents, the highest number 45(90.00%) respondents are Live in the nuclear family, the lowest number 5(10.00%) respondents are live in the Joint family under the study period.

The overall observation reveals that the majority of handloom weavers are living in the Nuclear family (87.00%) under the study period.

The below table table 3-7 shows the size of the family of handloom weavers from the selected mandals, of Karimnagar district. Family size can be divide into three i.e., small, medium and large.

TABLE 3-7: SIZE OF THE FAMILY S. No Family Size No. of Respondents Total (%)									
S. No	Family Size		No. of Respondents						
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi				
1	Small	1	0	1	2	4			
	(below3)	(2.00)		(2.00)	(4.00)	(2.00)			
2	Medium	42	44	41	41	168			
	(4-6)	(84.00)	(88.00)	(82.00)	(82.00)	(84.00)			
3	Large	7	6	8	7	28			
	(6 above)	(14.00)	(12.00)	(16.00)	(14.00)	(14.00)			
Total		50	50	50	50	200			
(%)		(25.00)	(25.00)	(25.00)	(25.00)	(100.00)			
(%) (25.00) (25.00) (25.00) (25.00) (100.00) Source: Field survey									

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

The above table 3-7 reveals that size of the family of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 42(84.00%) respondents family size medium, followed by the family size large with 7(14.00%) respondents and 1(2.00%) respondents family size small over the period of study.

In the Siricilla mandal, out of 50 respondents, the highest number 44(88.00%) respondents family size medium, followed by the family size large with 6(12.00%) respondents and no respondents family size small over the period of study.

In the Thangallapally mandal, out of 50 respondents, the highest number 41(82.00%) respondents family size medium, followed by the family size large with 8(16.00%) respondents and 1(2.00%) respondents family size small over the period of study.

In the Garshakurthi mandal, out of 50 respondents, the highest number 41(82.00%) respondents family size medium, followed by the family size large with 7(14.00%) respondents and 2(4.00%) respondents family size small over the period of study.

The overall observation reveals that the majority of 168(84.00%) respondents family Size medium, followed by the family size large with 28(14.00%) respondents and 4(8.00%) respondents family size small over the period of study.

The following table 3-8 shows the type of the occupation of handloom weavers from the selected mandals, of Karimnagar district. Occupation can be classified into two i.e., hereditary and non-hereditary.

S.	Occupation		No. of Respondents						
No		Karimnagar	Siricilla	Thangalla pally	Garshakurthi				
1	Hereditary	50	47	48	47	192			
		(100.00)	(94.00)	(96.00)	(94.00)	(96.00)			
2	Non Hereditary	0	3	2	3	8			
			(6.00)	(4.00)	(6.00)	(4.00)			
Tota	1	50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

TABLE 3-8: TYPE OF THE OCCUPATION

Source: Field survey

The above table 3-8 clears type of the occupation of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents. The highest number 50(100.00%) respondents are occupied by hereditary and no handloom weavers from non hereditary under the period of study. In the Siricilla mandal, out of 50 respondents. The highest number 47(94.00%) respondents are occupied by hereditary, the lowest number 3(6.00%) respondents are still to be non hereditary under the period of study.

In the Thangallapally mandal, out of 50 respondents. The highest number 48(96.00%) respondents are occupied by hereditary, the lowest number 2(4.00%) respondents are still to be non hereditary under the period of study.

In the Garshakurthi mandal, out of 50 respondents. The highest number 47(94.00%) respondents are occupied by hereditary, the lowest number 3(6.00%) respondents are still to be non hereditary under the period of study.

The overall observation reveals that the majority of the respondents are occupied weaving from hereditary (96.00%) under the period of study.

The below table 3-9 shows the type of the house of handloom weavers from the selected mandals, of Karimnagar district. Houses are categorized into five i.e., rcc, shed, tiles, hut and rent. TABLE 2 & TYPE OF THE HOUSE

TABLE 3-9: TYPE OF THE HOUSE									
S. No	House		No. o	f Respondents		Total (%)			
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi				
1	RCC	1	2	2	3	8			
	(Building)	(2.00)	(4.00)	(4.00)	(6.00)	(4.00)			
2	Shed	7	9	4	10	30			
		(14.00)	(18.00)	(8.00)	(20.00)	(15.00)			
3	Tiles	31	31	34	25	121			
		(62.00)	(62.00)	(64.00)	(50.00)	(61.50)			
4	Hut	2	2	5	3	10			
		(2.00%)	(4.00)	(10.00)	(6.00)	(5.00)			
5	Rent	9	6	5	9	29			
		(20.00)	(12.00)	(10.50)	(18.00)	(14.50)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

Source: Field survey

The above table 3-9 reveals that type of the house of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 31(62.00%) respondents are living in the tiles, the followed by the living in the rent with 9(18.00%) respondents, 7(14.00%) respondents are living in the shed, 2(4.00%) respondents are living in the hut and 1(2.00%) respondents are living in the rcc over the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 31(62.00%) respondents are living in the tiles, the followed by the living in the shed with 9(18.00%) respondents, 6(12.00%) respondents are living in the rent, 2(4.00%) respondents are living in the hut and 2(4.00%) respondents are living in the rcc over the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 34(68.00%) respondents are living in the tiles, the followed by the living in the rent with 5(10.00%) respondents, 5(10.00%) respondents are living in the hut, 4(8.00%) respondents are living in the shed and 2(4.00%) respondents are living in the rcc over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 25(50.00%) respondents are living in the tiles, the followed by the living in the shed with 10(20.00%) respondents, 9(18.00%) respondents are living in the rent, 3(6.00%) respondents are living in the hut and 3(6.00%) respondents are living in the rcc over the study period.

The overall observation found that the majority of 121(60.50%) respondents are living the tiles, followed by the living in the shed with 30(15.00%) respondents, 29(14.50%) respondents are living in the rent, 10(5.00%) respondents are living in the hut and 8(4.00%) respondents are living in the rcc over the study period.

The following table 3-10 shows the type of the ration card of handloom weavers from the selected mandals, of Karimnagar district. Ration cards are categorized into three i.e., antodaya anna yojana (aay) card, below poverty line (bpl) card and above poverty line (apl) card.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

http://ijrcm.org.in/

90

	TABLE 3-10: TYPE OF THE RATION CARD									
S. No	Ration Card		No. of Respondents							
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi					
1	AAY	28	27	25	29	109				
	Card	(56.00)	(54.00)	(50.00)	(58.00)	(54.50)				
2	BPL	20	22	24	19	85				
	Card	(40.00)	(44.00)	(48.00)	(38.00)	(42.50)				
3	APL	2	1	1	2	6				
	Card	(4.00)	(2.00)	(2.00)	(4.00)	(3.00)				
Total		50	50	50	50	200				
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)				

Source: Field survey

The above table 3-10 describes that type of the ration card of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents. The highest number 28(56.00%) respondents are having antodaya anna yojana (aay) card, 20(40.00%) respondents are having below poverty line (bpl) card and only 2(4.00%) respondents are having above poverty line(apl) card over the period of study.

In the Siricilla mandal, out of 50 respondents, the highest number 27(54.00%) respondents are having antodaya anna yojana (aay) card, 22(44.00%) respondents are having below poverty line (bpl) card and only 1(2.00%) respondents are having above poverty line (apl) card over the period of study.

In the Thangallapally mandal, out of 50 respondents, the highest number 25(50.00%) respondents are having antodaya anna yojana (aay) card, 24(48.00%) respondents are having below poverty line (bpl) card and only 1(2.00%) respondents are having above poverty line (apl) card over the period of study.

In the Garshakurthi mandal, out of 50 respondents, the highest number 29(58.00%) respondents are having antodaya anna yojana (aay) card, 19(38.00%) respondents are having below poverty line (bpl) card and only 2(4.00%) respondents are having above poverty line (apl) card over the period of study.

The overall observation reveals that the majority of 109(54.50%) respondents are having antodaya anna yojana (aay) card, 85(42.50.00%) respondents are having below poverty line (bpl) card and only 6(3.00%) respondents are having above poverty line (apl) card over the period of study.

The following table 3-11 shows the land owned by handloom weavers from the selected mandals, of Karimnagar district. Land can be categorized into three i.e., nil, below 1 and 1-2.

Karir 38 (76.0	3	Siricilla 34	Thangalla pally 41	Garshakurthi	
	-	34	41	21	
(76.0	NON (· +	31	144
	((68.00)	(82.00)	(62.00)	(72.00)
w1 8	1	10	6	12	36
(16.0)) (0	(20.00)	(12.00)	(24.00)	(18.00)
4	6	6	3	7	20
(8.00)) ((12.00)	(6.00)	(14.00)	(10.00)
50	5	50	50	50	200
(100	.00) ((100.00)	(100.00)	(100.00)	(100.00)
\	(16.0 4 (8.00 50	(16.00) 4 (8.00) 50 (100.00)	(16.00) (20.00) 4 6 (8.00) (12.00) 50 50	(16.00) (20.00) (12.00) 4 6 3 (8.00) (12.00) (6.00) 50 50 50 (100.00) (100.00) (100.00)	(16.00) (20.00) (12.00) (24.00) 4 6 3 7 (8.00) (12.00) (6.00) (14.00) 50 50 50 50 (100.00) (100.00) (100.00) (100.00)

TABLE 3-11: LAND OWNED

Source: Field survey

The above table 3-11 reveals that land owned by handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents. The highest number 38(76.00%) respondents doesn't have any land, followed by the have below 1(Acer) of land with 8(16.00%) respondents and 4(8.00%) respondents having 1-2(Acers) of land over the study period.

In the Siricilla mandal, out of 50 respondents. The highest number 34(68.00%) respondents doesn't have any land, followed by the have below 1(Acer) of land with 10(20.00%) respondents and 6(12.00%) respondents having 1-2(Acers) of land over the study period.

In the Thangallapally mandal, out of 50 respondents. The highest number 41(82.00%) respondents doesn't have any land, followed by the have below 1(Acer) of land with 6(12.00%) respondents and 3(6.00%) respondents having 1-2(Acers) of land over the study period.

In the Garshakurthi mandal, out of 50 respondents. The highest number 31(62.00%) respondents doesn't have any land, followed by the have below 1(Acer) of land with 12(24.00%) respondents and 7(14.00%) respondents having 1-2(Acers) of land over the study period.

The overall observation reveals that the majority of 144(72.00) respondents doesn't have any land, followed by the have below 1(Acer) of land with 36(18.00%) respondents and 20(10.00%) respondents having 1-2(Acers) of land over the study period.

The following table 3-12 shows the assets owned by handloom weavers from the selected mandals, of Karimnagar district. Assets can be categorized into two i.e., bicycle and motor cycle.

	TABLE 3-12: ASSETS OWNED									
S. No	Assets		No. of Respondents							
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi					
1	Bicycle	40	36	34	42	152				
		(80.00)	(72.00)	(64.00)	(84.00)	(76.00)				
2	Motor Cycle	10	14	16	8	48				
		(20.00)	(28.00)	(32.00)	(16.00)	(24.00)				
Total		50	50	50	50	200				
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)				
			Source: Fiel	d survev						

The above table 3-12 found that assets owned by handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 40(80.00%) Respondents are using bicycle and only 10(20.00%) respondents are using motor cycle over the period of study. In the Siricilla mandal, out of 50 respondents, the highest number 36(72.00%) Respondents are using bicycle and only 14(28.00%) respondents are using motor cycle over the period of study.

In the Thangalapally mandal, out of 50 respondents, the highest number 34(68.00%) Respondents are using bicycle and only 16(32.00%) respondents are using motor cycle over the period of study.

In Garshakurthi mandal, out of 50 respondents, the highest number 42(84.00%) Respondents are using bicycle and only 8(16.00%) respondents are using motor cycle over the period of study.

The overall observation reveals that the majority of 152(76.00%) respondents are using Bicycle and only 48(24%) respondents are using motor cycle over the period of study.

The following table 3-12 shows the loan taken by handloom weavers from the selected mandals, of Karimnagar district. Loan can be categorized into three i.e., bank, micro finance and others.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

	TABLE 3-13: LOAN									
S. No	Loan		No. o	f Respondents	Respondents					
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi					
1	Bank	26	32	27	31	116				
		(52.00)	(64.00)	(54.00)	(62.00)	(58.00)				
2	Micro Finance	16	6	9	13	44				
		(32.00)	(12.00)	(18.00)	(26.00)	(22.00)				
3	Others	8	12	14	6	40				
		(16.00)	(24.00)	(28.00)	(12.00)	(20.00)				
Total		50	50	50	50	200				
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)				

Source: Field survey

The above table 3-13 describes that loan taken by handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 26(52.00%) respondents are taking loan from bank, followed by the taking loan from micro finance with 16(32.00%) respondents and 8(16.00%) respondents are taking loan from others under the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 32(64.00%) respondents are taking loan from bank, followed by the taking loan from others with 12(24.00%) respondents and 6(12.00%) respondents are taking loan from micro finance under the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 27(54.00%) respondents are taking loan from bank, followed by the taking loan from others with 14(28.00%) respondents and 9(18.00%) respondents are taking loan from micro finance under the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 31(62.00%) respondents are taking loan from bank, followed by the taking loan from micro finance with 13(26.00%) respondents and 6(12.00%) respondents are taking loan from others under the study period.

The overall observation found that the majority of 116(58.00%) respondents are taking loan from the bank, followed by the taking loan from micro finance with 44(22.00%) respondents and 40(20.00%) respondents are taking loan from others under the study period.

The below table 3-14 shows the monthly income of the handloom weavers from the selected mandals, of Karimnagar district. Monthly income has been categorized into five i.e., below 2000, 2000-3000, 3000-4000, 4000-5000 and above 5000.

S. No			No. o	f Respondents		Total (%)			
	Monthly Income	Karimnagar	Siricilla	Thangalla pally	Garshakurthi				
1	Below 2000	8	14	16	6	44			
		(16.00)	(28.00)	(32.00)	(12.00)	(22.00)			
2	2000-3000	18	13	17	8	56			
		(36.00)	(26.00)	(34.00)	(36.00)	(28.00)			
3	3000-4000	22	16	12	28	78			
		(44.00)	(32.00)	(24.00)	(56.00)	(39.00)			
4	4000-5000	1	4	3	3	11			
		(2.00)	(8.00)	(6.00)	(6.00)	(5.50)			
5	Above 5000	1	3	2	5	11			
		(2.00)	(6.00)	(4.00)	(10.00)	(5.50)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

TABLE 3-14: MONTHLY INCOME OF THE HANDLOOM WEAVERS

Source: Field survey

The above table 3-14 reveals that monthly income of the handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 22(44.00%) respondents are earnings 3000-4000, followed by the earnings 2000-3000 with 18(36.00%) respondents, 8(16.00%) respondents are earnings 4000-5000 and 1(2.00%) respondents are earnings above 5000 over the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 16(32.00%) respondents are earnings 3000-4000, followed by the earnings below 2000 with 14(28.00%) respondents, 13(26.00%) respondents are earnings 2000-3000, 4(8.00%) respondents are earnings 4000-5000 and 3(6.00%) respondents are earnings above 5000 over the study period.

In Thangallapally mandal, out of 50 respondents, the highest number 17(34.00%) respondents are earnings 2000-3000, followed by the earnings below 2000 with 16(32.00%) respondents, 12(24.00%) respondents are earnings 3000-4000, 3(6.00%) Respondents are earnings 4000-5000 and 2(4.00%) respondents are earnings above 5000 over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 28(36.00%) respondents are earnings 3000-4000, followed by the earnings 2000-3000 with 8(16.00%) respondents, 6(12.00%) respondents are earnings below 2000, 5(10.00%) respondents are earnings above 5000 and 3(6.00%) respondents are earnings 4000-5000 over the study period.

The overall observation reveals that the majority of 78(39.00%) respondents are earnings 3000-4000, followed by the earnings with 2000-3000 with 56(28.00%) respondents, 44(22.00%) respondents are earnings below 2000, 11(22.00%) Respondents are earnings 4000-5000 and 11(22.00%) respondents are earnings above 5000 over the study period.

The below table 3-15 shows the working status of the handloom weavers from the selected mandals, of Karimnagar district. Working status has been categorized into four i.e., independent weaver, labour weaver, co-operative society weaver and master weaver.

	TABLE 3-15: WORKING STATUS								
S. No	Type Of The Weaver		No. o	f Respondents		Total (%)			
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi				
1	Indipendent	5	10	9	8	32			
	Weaver	(10.00)	(20.00)	(18.00)	(16.00)	(16.00)			
2	Labour	2	15	6	5	28			
	Weaver	(4.00)	(30.00)	(12.00)	(10.00)	(14.00)			
3	Co-Operative Society Weaver	45	21	31	35	129			
		(90.00)	(42.00)	(62.00)	(70.00)	(64.50)			
4	Master Weaver	1	4	4	2	11			
		(2.00)	(8.00)	(8.00)	(2.00)	(5.50)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			
		Source:	Field survey						

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

The above table 3-15 found that working status of the handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 45(90.00%) respondents are co-operative society weavers, followed by the independent weaver with 5(10.00%) respondents, 2(4.00%) respondents are labour weaver and 1(2.00%) respondents are master weaver under the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 21(42.00%) respondents are co-operative society weavers, followed by the labour weaver with 15(30.00%) respondents, 10(20.00%) respondents are independent weaver and 4(8.00%) respondents are master weaver under the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 31(62.00%) respondents are co-operative society weavers, followed by the independent weaver with 9(18.00%) respondents, 6(12.00%) respondents are labour weaver and 4(8.00%) respondents are master weaver under the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 35(70.00%) respondents are co-operative society weavers, followed by the independent weaver with 8(16.00%) respondents, 5(10.00%) respondents are labour weaver and 2(4.00%) respondents are master weaver under the study period.

The overall observation found that the majority of 129(64.50%) respondents are co-operative society weavers, followed by the independent weaver with 32(16.00%) respondents, 28(14.00%) respondents are labour weaver and 11(5.50%) respondents are master weaver under the study period.

The below table 3-16 shows the working hours of the handloom weavers from the selected mandals, of Karimnagar district. Working hours has been categorized into four i.e., below 8, 8-10 and above 10.

S. No	Working Hour Per Day		No. o	f Respondents		Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Below	28	33	29	34	124
	8 Hours	(56.00)	(66.00)	(58.0)	(68.00)	(62.00)
2	8-10 Hours	13	9	15	7	44
		(26.00)	(18.00)	(30.00)	(14.00)	(22.00)
3	Above	9	8	6	9	32
	10 Hours	(18.00)	(16.00)	(12.00)	(18.00)	(16.00)
Total		50	50	50	50	200
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)

TABLE 2 16 WORKING HOURS

Source: Field survey

The above table 3-16 shows the working hours of the handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 28(56.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for 8-10hours with 13(26.00%) respondents and 9(18.00%) respondents are engaged in weaving for above 10hours under the period of study.

In the Siricilla mandal, out of 50 respondents, the highest number 33(66.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for 8-10hours with 9(18.00%) respondents and 8(16.00%) respondents are engaged in weaving for above 10hours under the period of study.

In the Thangallapally mandal, out of 50 respondents, the highest number 29(58.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for 8-10hours with 15(30.00%) respondents and 6(12.00%) respondents are engaged in weaving for above 10hours under the period of study. In the Garshakurthi mandal, out of 50 respondents, the highest number 34(68.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for above 10hours with 9(18.00%) respondents and 7(14.00%) respondents are engaged in weaving for 8-10hours under the period of study. The overall observation reveals that the majority of 124(62.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for 8-10hours with 44(22.00%) respondents and 32(16.00%) respondents are engaged in weaving for above 10hours under the period of study.

The below table 3-17 shows the weaving experience of handloom weavers from the selected mandals, of Karimnagar district. Weaving experience has been categorized into three i.e., 20-30 years, 30-40 years and above 40 years.

S. No	Experience (Years)		No. o	f Respondents		Tota (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	20-30	9	7	8	8	32
		(18.00)	(14.00)	(16.00)	(16.00)	(16.00)
2	30-40	32	29	31	30	122
		(64.00)	(58.00)	(62.00)	(60.00)	(61.00)
3	40 Above	9	14	11	12	46
		(18.00)	(28.00)	(22.00)	(24.00)	(23.00)
Total		50	50	50	50	200
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)

TABLE 3-17: EXDERIENCE PROFILE

Source: Field survey

The above table 3-17 describes that weaving experience of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 32(16.00%) respondents are weaving experience 30-40 years, followed by the weaving experience above 40 years with 9(18.00%) respondents and 9(18.00%) respondents are weaving experience 20-30 years under the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 29(58.00%) respondents are weaving experience 30-40 years, followed by the weaving experience above 40 years with 14(28.00%) respondents and 7(14.00%) respondents are weaving experience 20-30 years under the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 31(62.00%) respondents are weaving experience 30-40 years, followed by the weaving experience above 40 years with 11(22.00%) respondents and 8(16.00%) respondents are weaving experience 20-30 years under the study period.

In the Karimnagar mandal, out of 50 respondents, the highest number 30(60.00%) respondents are weaving experience 30-40 years, followed by the weaving experience above 40 years with 12(24.00%) respondents and 8(16.00%) respondents are weaving experience 20-30 years under the study period.

The overall observation reveals that the majority of 122(61.00%) respondents are weaving experience 30-40 years followed by the weaving experience above 40 years with 46(23.00%) respondents and 32(16.00%) respondents are weaving experience 20-30 years under the study period.

The below table 3-18 shows the No. of family members involving in weaving of handloom weavers from the selected mandals, of Karimnagar district. No. of family members involving in weaving categorized into four i.e., two, three, four and above four.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

_	TABLE 3-18: NO. OF FAMILY MEMBERS INVOLVING IN WEAVING									
S. No	Members		No. of Respondents							
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi					
1	Below Three	18	14	16	16	64				
		(36.00)	(28.00)	(32.00)	(32.00)	(32.00)				
3	Four	28	32	31	31	122				
		(56.00)	(64.00)	(62.00)	(62.00)	(61.00)				
4	Above Four	4	4	3	3	14				
		(8.00)	(8.00)	(6.00)	(6.00)	(7.00)				
Total		50	50	50	50	200				
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)				

Source: Field survey

The above table 3-18 shows that No. of family members involving in weaving of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 28(56.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 18(36.00%) respondents and 4(8.00%) respondents are above four family members involving in weaving over the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 32(64.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 14(28.00%) respondents and 4(8.00%) respondents are above four family members involving in weaving over the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 31(62.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 16(32.00%) respondents and 3(6.00%) respondents are above four family members involving in weaving over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 31(62.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 16(32.00%) respondents and 3(6.00%) respondents are above four family members involving in weaving over the study period.

The overall observation reveals that the majority of 122(61.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 16(32.00%) respondents and 3(6.00%) respondents are above four family members involving in weaving over the study period.

The following table 3-19 shows the purchase of raw material of the handloom weavers from the selected mandals, of Karimnagar district. Purchase of raw material has been categorized into three i.e., local raw material, direct purchased and co-operative society.

	TABLE 3-19: PURCHASE OF RAW MATERIAL								
S. No	Purchase Of Raw Material		No. of Respondents						
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi				
1	Local	5	10	9	8	32			
	Raw Material Dealer	(10.00)	(20.00)	(18.00)	(16.00)	(16.00)			
2	Direct Purchased	3	19	10	7	39			
		(6.00)	(38.00)	(20.00)	(14.00)	(19.50)			
3	Co-Operative Society	42	21	31	35	129			
		(84.00)	(42.00)	(62.00)	(70.00)	(64.50)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			
		2	E: 11						

Source: Field survey

The above table 3-19 found that purchase of raw material of the handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 42(84.00%) respondents are purchased raw material from Co-operative Society, followed by the purchased raw material from local raw material dealer with 5(10.00%) respondents and 3(6.00%) respondents are purchased raw material from direct purchased over the period of study. In the Thangallapally mandal, out of 50 respondents, the highest number 31(62.00%) respondents are purchased raw material from Co-operative Society, followed by the purchased with 10(20.00%) respondents and 9(18.00%) respondents are purchased raw material from local raw material from local raw material from direct purchased with 10(20.00%) respondents and 9(18.00%) respondents are purchased raw material from local fr

In the Garshakurthi mandal, out of 50 respondents, the highest number 35(70.00%) respondents are purchased raw material from co-operative Society, followed by the purchased raw material from local raw material dealer with 8(16.00%) respondents and 7(14.00%) respondents are purchased raw material from direct purchased over the period of study.

The overall observation found that the majority of 129(64.50) respondents are purchased raw material from co-operative Society, followed by the purchased raw material from direct purchased with 39(19.50%) respondents and 32(16.00%) respondents are purchased raw material from local raw material dealer over the period of study.

The below table 3-20 shows the type of the loom used by handloom weavers from the four selected mandals of Karimnagar district. Looms are divided into i.e., traditional, throw shuttle, fly shuttle pit, fly shuttle frame and jacquard.

	TABLE 3-20: TYPE OF THE LOOM									
S. No	Type Of Loom		No. of Respondents							
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi					
1	Traditional	0	0	0	0	0				
2	Throw Shuttle	0	0	0	0	0				
3	Fly Shuttle Pit	6	10	9	7	32				
		(12.00)	(20.00)	(18.00)	(14.00)	(16.00)				
4	Fly Shuttle Frame	44	40	41	43	168				
		(88.00)	(80.00)	(82.00)	(86.00)	(84.00)				
5	Jacquard	0	0	0	0	0				
Total (S	%)	50	50	50	50	200				
		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)				

Source: Field survey

The below table 3-20 reveals that type of the loom used by handloom weavers from the four selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 44(88.00%) respondents are using fly shuttle frame loom and only 6(12.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

In the Siricilla mandal, out of 50 respondents, the highest number 40(80.00%) respondents are using fly shuttle frame loom and only 10(20.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 41(82.00%) respondents are using fly shuttle frame loom and only 9(18.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 43(86.00%) respondents are using fly shuttle frame loom and only 7(14.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

The overall observation reveals that the majority of 168(84.00%) respondents are using fly shuttle frame loom and only 32(16.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

FINDINGS

10.

- The majority of the respondents in the age group of 50-60 years, young generation are convert to powerloom. Because low profits, low wages and low 1. monthly income.
- Handloom weavers belongs to rural and urban areas; majority of the respondents belongs to rural area because handloom industry is rural based industry. 2.
- 3. Handloom weavers are including hindus, Christians and muslims. The majority of the respondents are belongs to hindu. in hindu religion, the padmashali caste people are actively engaged in weaving.
- 4. Handloom weaving only BC caste persons because handloom weaving is a hereditary. Like Padmashali and dudekula etc.
- The majority of respondents are illiterate and minority of weavers have very poor educational background and they force their children to join their own 5. profession by discontinuing the studies at primary level of education.
- The non-studying children and even the school going children are involving pre weaving and post weaving process. 6.
- Respondents are living the joint and nuclear families; the majority of respondents are leaving the nuclear family. Because urbanization, decentarlisation and 7. globalization.
- The average size of the respondent's family is six members, the large number of dependents in the family has resulted in deterioration of their financial 8. position.
- 9 Respondents are occupied by hereditary and non-hereditary, the majority of respondents are occupied by the hereditary.
 - Respondents are living in the rcc(building), shed, tiles, hut and rent houses, the majority of respondents are living in the tiles. Because handloom weavers are financially and economically very poor background.
- 11. Respondents are having Anotodaya Anna Yojana (AAY) card, Below Poverty Line (BPL) card and Antodaya Poverty Line (APL) card the majority of respondents are having Anotodaya Anna Yojana (AAY) card its indicate very poor living conditions and financial status.
- 12. The majority of respondents are don't have any land. That reflects respondents are economically very poor background.
- Respondents are using bicycle and motor cycle; the majority of respondents are using bicycle. 13.
- Respondents are taking loan from bank, financial institutions, micro finance and others. The majority of respondents are taking loan from bank. 14
- 15. The majority of respondents are earning 3,000 – 4,000 per month. This reflects the poor standard living and weak financial status of the handloom weavers. 16. The handloom weavers are categorized into five i.e., independent weaver, co-operative society weaver, labour weaver, under middle man and master
- weaver. The majority of respondents are co-operative society weavers.
- 17. The majority of respondents are working for 8 10 hours per day, the y average income is not exceeding Rs.4,000 per month. This reflects the poor financial conditions of the handloom weavers.
- 18. The majority of respondents are weaving experience 30-40 years. This reflects young generations are converting to powerloom.
- 19. The respondent's entire family members involving in weaving. This is mainly due to the persistence of heavy work load on the one hand and extreme penury conditions on the other hand.
- 20. Respondents are purchasing raw material into three ways such as co-operative society, local raw material dealer and direct purchased. The majority of respondents are purchasing raw material from co-operative society.
- 21. Respondents are using fly shuttle pit loom and fly shuttle frame loom. The majority respondents are using fly shuttle frame loom, he respondents lack of necessary initiative to acquire improved and modern types of looms and accessories due to their illiteracy and poverty.

SUGGESTIONS

- Government of India and state government shall strictly implement the handloom reservation act 1985. By placing the reserved items of handloom, cannot 1. copy the handloom reserved items by mills and powerlooms.
- Most of the children's of handloom weavers are not studying for that government has to take some measures in order to improve the education standards 2. of childrens like tamilnadu government implementing scholarship programme (MGR Handloom Education Fund) supporting people of handloom weavers childrens. Approximately Rs 3,000 per month paid each student.
- 3. The majority of the respondents are living in the tiles, shed, hut and rent houses government has to construct pucca house for them. Like indira awaas yojana scheme, double bed room house schemes.
- 4. Government providing 10,000 for the work sheds scheme. It needs to be increased up to 50,000.
- 5. Government should provide Anthyodaya Anna Yoajana (AAY) card to all the handloom weavers.
- 6. Government has to provide land for irrigation. Like SC and ST three acers scheme also implement handloom weavers.
- 7. Banks (SIDBI, IDBI, ICICI, NABARD and DCCB) giving loans very low amount 10,000. It needs to be increase up to 50,000 per year. With no interest or 0.25 paisa interest like farmers and DWACRA groups.
- 8 Government has to purchase the whole stock of handloom cloth in order to fixing minimum price based on the cloth.
- 9 Government has to ensure to see the all the schemes in efficient way.
- 10. Most of the schemes are benefited by master weavers and co-operative society weavers. It needs to be ensure to benefits of independent weavers, labour weavers and under with middle man.
- 11. Government has to be provided raw material directly to the weaver in subsidy.
- 12. Government has to be provided modern handlooms in subsidy and provide training in order to maintain looms.
- 13. Central and state government has to increase budget allocation for handloom industry.
- 14. Government has intuition in order to increase the handloom melas and exhibitions.
- 15. Government has to increase marketing facilities.
- Government has to increase TSCO shops or stores. 16.
- Government has to take steps in order sale the handloom product through e-commerce like amazon, snapdeal and flipkart etc. 17.
- 18. Government has to establish spinning mills in every district.
- 19. Government has to establish handloom clusters in every district.
- 20. Government has to conduct training programmes on new designs for handloom weavers.
- 21. Government has conduct free heath chekup camps regularly.
- 22. Government has to increase compensation of suicide victims.
- 23. Government has to provide health cards to handloom weavers. Like government employees and press.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 95

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

REFERENCES

- A.Kumudha, M.Rizwana(2013)in her paper Problems faced by handloom industry-A study with handloom weavers co-operative Societies in erode district 1. International journal of management and development studies Vol. II p.50-55 Month: march 2013 .
- 2. D. Narasimha Reddy (2008): Member Centre for Handloom. Information and Policy Advocacy, Andhra Pradesh
- 3. Dharmaraju (2006): Marketing in Handloom Co-operatives. Economic and Political Weekly, August 2006, P. 3385-3387.
- 4. Dr. Srinivasa Rao Kasisomayajula(2012) Socio-economic analysis of handloom industry in Andhra Pradesh a study on selected districts journal of exclusive management science September 2012-Vol 1 pp.40-48.
- 5. Laxman Subbaiah, Status and Position of Handloom Industry, New Delhi, 2006.
- 6. M. Laxminarasaiah, Crisis of handloom industry, 1999
- 7. Morris. M.D, Growth of Large Scale Industry, In D. Kumar (Ed), CEHJ, Vol. 2, 1982
- 8. Nagan. C. Das, Development of Handloom Industry, Deep & Deep Publications, New Delhi, 1981.
- Nagraj. K, Female Workers in Rural Tamilnadu, A Preliminary Study, ARTEP, ILO New Delhi, 1988. 9.
- Philip Kotler, Marketing Management, Prentice Hall of India Private Limited, New Delhi, 1981. 10.
- Rammohan Rao. K, Development of Handloom Industry, Hyderabad, 1990. 11.
- 12. Ranga. N.G, Economics of Handlooms, 1924.
- 13. Sehgal H.K. (2009) has examined that as far as the garment export sector is concerned, there have been mixed signals: International Journal of Social Science and Humanities Research Vol. 2, P. (38-49), Month: April 2014 - June 2014.
- 14. Venkateswaran.A (2014) in his paper A Socio Economic Conditions of Handloom Weaving: A field study in Kallidaikurichi of Tiruneveli District International Journal of Social Science and Humanities Research, Vol. 2, Issue 2, pp: (38-49), Month: April 2014 - June 2014

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail <u>infoijrcm@gmail.com</u> for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals







INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT