

IMPACT OF PRODUCTION CHALLENGES ON PRODUCTION PERFORMANCE IN HANDLOOM INDUSTRY IN KERALA

1. **SUCHITHRA S S**, Full Time Research Scholar (Reg.no 19213091012005),Muslim Arts College, Thiruvithancode, Affiliated to MS University, Abhishekapatti,Tirunelveli,
2. **DR.S.GEETHA**, Guide& Head of the Department of B.Com. Corporate Secretaryship, Muslim Arts College, Thiruvithancode, Affiliated to MS University,Abhishekapatti,Tirunelveli,

ABSTRACT

The hand-weaving sector is one of Kerala's main traditional industries, an important part of the country's economy as well as its socio-cultural traditions. It is the second-largest provider of employment in the state after the agricultural sector, it has been sustained by transferring skills from one generation to another, depending on a large number of weavers and they are preferred as the traditional handloom industry as their livelihood. Consumers at the international level appreciate the craftsmanship in the products of the handloom sector. Despite such unique features, the industry comprises a small proportion of Indian exports in the global market, thus crying for efforts to promote and utilize full potential of the industry. The main aim of the study is to identify impact of production challenges on production performance in handloom industry in Kerala. Both primary and secondary data are extensively used in this study. Then, the primary data was collected through the questionnaire method from the employees. For this study 75 respondents were selected positively. For collecting necessary data, 75 respondents have been collected in Kerala by using convenience sampling method. The purpose of this paper is to study the impact of production challenges in handloom industry in Kerala.

Key words: Craftsmanship, Hand-weaving, Handloom sector.

INTRODUCTION

The fundamental requirement of human being is clothing. This needs fulfilled by the handloom industry. The handloom is one of the ancient and decentralized sectors in India. This sector rightly termed as the art and craft sector. 15 per cent of the handloom cloth is produced in the country. This sector is providing huge employment opportunities directly and indirectly to more than 43 lakh weavers and allied workers next to the agriculture. The millions of people source of livelihood is handloom industry. This sector came by the Indus valley civilization and the Indian people are weaving traditional sarees. 95 per cent of the world's hand woven fabrics come from India. The handloom products of India have been known worldwide. Some well-known high quality Indian handloom products are: Silk Brocades of Varanasi, the tie and dye products of Rajasthan and Orissa, the cotton and silk material from Tamilnadu, the 'Himroo' 5 of Aurangabad (Maharashtra), the Khes (thin cotton blanket) of Punjab, the prints of Farrukhabad, the Chikan Zardozi (embroidery on cotton cloth) work of Lucknow, the Maheshwari sarees of Madhya Pradesh and the Patola sarees of Baroda. So, this competition from the power loom sector is created many problems to the handloom industry. Especially, the weavers are affected by power loom intervention, for this purpose an attempt is made to study the impact of production challenges on production performance in handloom industry in kerala.

STATEMENT OF THE PROBLEM

India has long tradition in weaving, particularly in hand weaving. We are moving through different diversity and Handloom is one of the cultural heritages of our country. The dexterity and artistic ability of weavers could be seen in their products. Handloom always promotes innovations in its products through experimentation and exhibitions. With its uniqueness and peculiar design, handloom products are well known across the world. Even though the handloom industry still faces a large number of problems today despite its glorious past, it is striving for survival. This study highlights various

challenges faced by the handloom industries in Kerala. The study found that the main problems faced are lack of working capital, increasing price of raw materials, stiff competition from the power loom sector, lack of organizational capacity, and lack of policy support and lack of government support in this regard. Their existence is inevitable and the government should take the necessary measures to improve their current financial situation to survive in the industry.

REVIEW OF LITERATURE

- **Srinivasa Rao .D & Sreedhar. N(2017)** in their study, “Problems of Handloom Weavers in Andhra Pradesh: A study of Krishna District”. The objectives of the study is to find out the problems of handloom weavers in Krishna District and make a focus on the welfare programme conducted by state and central Government.
- **Dr. Manoj P. K and Rajesh S (2015)** have studied the condition of unorganized sector workers in the textile industry in the Malabar region of Kerala focusing on the challenges to industrial relations. They emphasized implementing legislative measures to ensure the welfare of the employees of the informal handloom sector.

OBJECTIVES OF THE STUDY

The study has the following objectives.

- ✓ To study the demographic profile of the respondents.
- ✓ To identify the factors affecting the production performance in handloom industries in Kerala.
- ✓ To suggest suitable remedial strategies for the growth of the handloom industry in Kerala.

RESEARCH METHODOLOGY

The study is mainly based on primary and secondary data. The primary data is to be collected from the sample respondents in the study area. The secondary data will be collected from various books, journals, magazines, internet etc.

Target Respondents

The target respondents for the study are the employees in handloom industry in Kerala.

Sample size

The sample size for the study is 75.

Sampling Method & Type

The sampling technique used in this study was Convenience sampling method.

RESULTS AND DISCUSSION

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic factors are personal characteristics which are used to evaluate the data on people in a given population. In social science, research personal characteristics of respondents have significant role to play in expressing and giving responses about the production challenges faced by handloom industries. In this study a set of personal characteristics namely age, gender, marital status, educational qualification, monthly income and type of bank of the 75 respondents have been presented in this table.

TABLE 1
DEMOGRAPHIC PROILE OF THE RESPONDENTS

Category	Options	No of respondents	Percentage
Age	18-25	10	13.3
	26-35	35	46.6
	36-45	25	33.3
	Above 46	5	6.6

	Total	75	100.00
Gender	Male	41	54.7
	Female	34	45.3
	Total	75	100.00
Marital status	Married	56	71
	Unmarried	23	29
	Total	75	100.00
Educational Status	Illiterate	6	8
	Upto SSLC	29	38.6
	HSC	25	33.3
	Diploma	15	20
	Total	75	100.0
Monthly Income	Up to Rs 10,000	20	26.6
	Rs. 10,001- Rs 20,000	38	50.6
	Rs 20,001 – Rs 30,000	10	13.3
	Above Rs 30,000	7	9.3
	Total	75	100.0
Type of Bank	Public sector Bank	37	49.3
	Private sector bank	38	50.6
	Total	75	100.0

Source: Primary data

From the above table, it shows that 46.6 per cent respondents were from the age group of 26-35 years. It is revealed that 54.7 percent of the customers are male whereas 45.3% are female. Majority of the respondents were studied upto SSLC which constitutes 38.6 percent. Majority of the respondents were married which constitute 71 percent. The income of majority (50.6 percent) of the respondent's range between Rs 10,001-20,000 per month. 50.6% of customers are the customers of private sector banks followed by 49.3 percent are of public sector banks.

FACTORS AFFECTING THE PRODUCTION PERFORMANCE IN HANDLOOM INDUSTRIES

TABLE 2

S.no	Factors that Determine the Customer Satisfaction	Mean Score		t- Statistics	p- Value
		Male	Female		
1	Lack of efficient labour	4.22	4.12	1.927	.055*
2	Lack of technical support	3.84	3.67	2.252	.025*
3	Lack of managerial efficiency	4.17	3.85	4.355	.000*
4	Limited financial resources	3.97	3.29	3.857	.000*
5	Intermediaries	4.00	3.29	4.211	.000*
6	Seasonal demand	4.10	3.61	2.518	.013*

7	Lack of consumer awareness about the product	4.05	3.61	2.362	.000*
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Source: Primary Data

Regarding the factors affecting the production performance in handloom industries in relation to their gender, there is a significant difference have been identified in all the seven variable's they are "Lack of efficient labour", "Lack of technical support", "Lack of managerial efficiency", "Intermediaries", "Design", "Seasonal demand", "Lack of consumer awareness about the product". Since, the respective 't' statistics at five percent level. (i.e) p value is lesser than 0.05 percent.

FINDINGS

- It shows that 46.6 per cent respondents were from the age group of 26-35 years.
- It is revealed that 54.7 percent of the customers are male whereas 45.3% are female.
- Majority of the respondents were studied upto SSLC which constitutes 38.6 percent.
- Majority of the respondents were married which constitute 71 percent.
- The income of majority (50.6 percent) of the respondent's range between Rs 10,001-20,000 per month.
- 50.6% of customers are the customers of private sector banks followed by 49.3 percent are of public sector banks.
- Regarding the factors affecting the production performance in handloom industries in relation to their gender, there is a significant difference have been identified in all the seven variable's they are "Lack of efficient labour", "Lack of technical support", "Lack of managerial efficiency", "Intermediaries", "Design", "Seasonal demand", "Lack of consumer awareness about the product". Since, the respective 't' statistics at five percent level. (i.e) p value is lesser than 0.05 percent.

SUGGESTIONS

- ✓ The products are to be developed, by the taste of target customers in the domestic and export markets thus by establishing functionary centres which will collect market facts of customer's choices on products, specific market characteristics, and price trends.
- ✓ Cost competitiveness of this industry segment, at present, is very poor. This in turn affects the profit margins and sales of the product. Stricter measures to control cost through adoption of advanced technologies, engagement of trained and skilled staff, etc

CONCLUSION

This study was conducted in Kerala. The study was conducted to find out the impact of production challenges on production performance faced by the handloom industries. The study finds that the present survey was very meager which is insufficient to meet their day to day activities. The study also finds that the financial support from the side of Government is very limited. Government should encourage the government-owned enterprises to purchase handloom products. It should insist on government employees wearing such garments at least once every week to boost the demand for such products.

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