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A study on perception of handloom weaver's housing scheme with reference to Madurai District

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Abstract

Handloom industry is an ancient industry which is providing large-scale employment in rural and urban areas. The Handloom sector is occupied from the textile field which is nearly 3.8 million handlooms providing employment to 6.5 million workers, who are engaged in producing natural fiber fabrics like cotton, silk and woollen, as well as manmade and mixed fiber fabrics. (Anjali Nag, *et al.* 2010). The Tamil Nadu State Government has introduced many welfare schemes for Handloom weavers. The priority of the weaver's choice is the Housing scheme which is meant for welfare and the vital role of weaving practices, preserving stock and major amenity. Besides, for the purpose of improving the worker's subsistence wage and minimum standard of living, the housing welfare scheme had been introduced and implemented for handloom weavers. Forsaking of the welfare scheme of handloom weaving housing scheme is predominant for the priority of the work force and facilitating functions where attached to their livelihood support. Besides, the productivity and atmosphere of work nature. Ironically, the overall operators of handloom weaving and livelihood of handloom weavers are not affordable for living status away from society. Handloom weaver's livelihood operators are hectic in nature and struggle for fulfillment of basic needs. Basically, they are aged group which depends on their family members. They do not have other sources for earning in their local area. The purpose of rejuvenating their survival, Tamil Nadu Govt. had introduced and implemented for welfare scheme. But, after implementation of this welfare scheme's effects the operation of weaving work is increased for physical effort have been made in order to provide infrastructure facilities. It is one of the motivational efforts by the handloom sector. Besides, it helps for substitute activities on livelihood operations by the weavers. In this respect this paper will focus on the utilization of housing service under handloom weavers in Madurai district has been selected for this study. Hence, what are the influencing factors for inducing weaving performance through a new house? Is there any connectivity with the housing scheme and sale of clothes extracted from their handloom? How do they perceive the utilization of housing schemes? Hence, this paper makes an attempt to find out the solution for the above question on handloom weavers housing scheme in Madurai District.

Keywords: Weavers, hand loom, cooperatives, housing scheme, perception

Introduction

Handloom industry is ancient industry which is providing a large scale employment in rural and urban areas. And it is an ancient industry. The Handloom sector is occupied from the textile field which is nearly 3.8 million handloom provide employment to 6.5 million workers, who are engaged in producing natural fiber fabrics like cotton, silk and woollen, as well as manmade and mixed fiber fabrics. (Anjali Nag, *et al.* 2010) ^[1].

The share of employment provided by the handloom industry in the total decentralized sector is above 5.5%. Thus, this industry constitutes one of the major sectors providing employment to the large number of people next only to agriculture in rural areas. Despite of these privileges, the past 2 decades this sector is facing many crises for handloom weavers in order to scarcity of Raw materials and reasonable wage for weaving etc. Therefore, the state Government has introduced many welfare schemes for Handloom weavers. The priority of weaver's choice is Housing scheme which is meant for welfare and vital role of weaving practices, preserving stock and major amenity. Besides, the purpose of improving the worker's subsistence wage and minimum standard of living, the housing welfare scheme had introduced and implemented for handloom weavers. Forsaking of welfare scheme of handloom weaving housing scheme is predominant for priority of work force and facilitating functions where attached to their livelihood support.

Besides, the productivity and atmosphere of work nature. Equipment of handloom and cloth materials is safe. In this respect this paper will focus the utilization of housing service under of handloom weavers in Madurai district has selected for this study.

Review of Literature

Premsundar (2013) ^[12] attempts to familiarize with the current status and livelihood problems of unorganized women handloom workers and argued on the importance of social security. The author has pinpointed the condition of women for weaving and the reasons why they diverted to weaving in a much-generalized form. He also took up the issue relating to health a women weaver face. Suggestions were also emphasized in the study by the author who claims that women weaver soul have the facility to indulge in specific development programs, initiatives should be considered to uplift the literacy rates, free of cost medical facilities must be provided, and most importantly the entrepreneurship aspect must be introduced to them.

Raveendra (2014) ^[13] discussed about significant of handloom sector by emphasizing the market assessment need, problems faced by handloom sector, marketing strategy and suggestions and discovered marketing mix if Handloom segment with respect to six clusters; West Bengal, Tamil Nadu, Uttar Pradesh, Andhra Pradesh, Assam and Manipur. Author shed the light on the complex nature of handloom industry which he believes is quite unorganized needs to have a detail assessment to know about several other players in the market. Due to a large number of agencies which share the same aim for the development of handloom like NIFT, NHPS, Ministry of textiles, they all lack the coordination which is much needed. Market tapping is also what is required to strengthen the handloom sector. Proper organization, well planned pricing strategy according to the target segment, working on brand segment were suggested as the remedial measures for the problems mentioned.

Statement of the problem

Ironically says, the overall operators of handloom weaving and livelihood of for handloom weavers are not affordable for living status away the society. Handloom weaver's livelihood operators are hectic in nature of struggle for fulfillment of basic needs. Basically, they are aged group which is depends on their family members. They do not have other sources for earning in their local area. The purpose of rejuvenation of their survival, Tamil Nadu Govt had been introduced and implemented the welfare scheme. But, after implementation of this welfare scheme effects the operation of weaving work is increased for physical effort have been made in order to infrastructure facilities. It has one of the motivational efforts by the handloom sector. Besides, it helps for substitute activities on livelihood operations by the weavers. Hence, what are the influencing factors for inducing weaving performance through new house? Is there any connectivity with housing scheme and sale of clothes were extracted from their handloom?. How do they perceive about the utilization of hosing scheme. Hence, this paper makes an attempt to find out the solution for above question on handloom weavers housing scheme in Madurai District.

Background of Handloom Weavers

Indian handloom has travelled steadfastly in the direction of lessening gaps between countries. Being the second largest sector in the world and a bread earner of over 60 Lakh people in India, handloom sector has developed techniques to match the ongoing modernity. Indian handloom is crossing borders to be a part of foreign style not only just in terms of popularity; but also, for originality. This handloom sector has seen various developments to match its steps with the growing demands.

The innovation in terms of mechanism has been done to meet the growing demands of contemporary styles. This has inspired the artists in making fusion dresses and prints on them. The present outlook on Indian handloom says that it has carved a niche for itself in the world. Indeed, the foreigners always get attracted to the stylish prints, vibrant colors and bold embroiders that speaks of Indian tradition in detail. This sector has played a very vital part in bringing the world close to Indian tradition. The people also get to know a lot of hard work and toil hidden in the wings of the bird of Indian handloom. Each and every part of Indian Territory brings the gift of their specialty to the world. One can check out Phulkari of Punjab, Bandhej print of Gujarat and Rajasthan, variety of pure silk in Assam, finest cotton saris from Bengal with gold and silver work and lots more. On an overall basis, Indian handloom has been growing and has now become a trademark that is stylizing the lives of crores.

Chief Minister's Solar Powered Green House Scheme for Weavers

Chief Minister's Solar Powered Green House Scheme for Weavers introduced for the purpose of welfare of weavers to construct house for Rs.2.30 Lakhs and Rs.0.30 Lakhs for Solar System totally Rs.2.60 Lakhs as subsidy to weavers. This scheme was implemented by the Government of Tamil Nadu tune of Rs.260 crores were sanctioned for construction of 10000 houses for weavers during the financial year 2013-14.

Eligibility of the Scheme

1. All the people must live in Rural Area.
2. All the People living below poverty line.
3. The people must weave any of the handloom weavers Society member and also active member.
4. The people should not be a beneficiary of other government housing schemes.
5. There should be Patta land in the name of the weaver in the same rural area where the weavers live or their family members.

Type Design of Green House

Under this scheme each house shall be constructed with 16 feet Length, 11 Feet width and 12 feet 3 inches height of weaving cum living hall and Under Guidelines of the Department of Rural Development and Panchayat Raj the Green house scheme the houses will be built with bed room, kitchen, toilet and rain water harvesting structure with a maximum plinth area of 365 sq. Feet of measurement of the house as follows:

Table 1: Prescribed Housing Design Structure

Rooms	Measurements	Sizes of Houses to be built
Weaving cum living Hall	Length	17'6"
	Width	12' 1½"
	Height	12' 3"
	Area	213 Sq.feet
Bed room	Length	9' 8"
	Width	9' 1½"
	Height	10' 0"
	Area	88 Sq.feet
Kitchen	Length	7' 0:
	Width	9' 1½"
	Height	10' 0"
	Area	64 Sq.feet
Total Area		365 Sq.feet

Source: Secondary Data

Objectives of the study

1. To observe the perception of Handloom weaver's housing scheme benefits in the study area.
2. To assess the utilization of housing scheme by the handloom weavers in the study area.

Scope of the study

The outreach of the study result would apply to model for future research and benchmark of successful effort to the remaining schemes which will access and adopt for the handloom weavers in other parts of the state and districts where pertains to the segmentation of Handloom weavers.

Methodology

The study is descriptive in nature with makes an attempt to analyze the perception of Handloom weaver's housing scheme utilization. The primary data were collected from 70 sample respondents in Madurai and Theni districts. The samples were chosen using simple random sampling method. Besides, secondary data were also collected from various sources. Chi –Square test was using for significant levels of selected independent and dependant variables.

Results and Discussion

Based on the observation from the field, the researcher concludes the opinion from the Handloom weaver. Besides,

the results were drawn from the data had been classified and analyzed with suitable statistical tool i.e., Chi square.

Table 2: Beneficiaries list on Green House under Housing Scheme

Zone Wise Green House	Madurai	Theni	Total
Number of house District wise green house	95	285	380
Assembly constituency wise built house	5	2	4
Number of blocks covered	3	1	7
No. of village panchayats covered	4	3	4
Handloom weavers' cooperatives where belong to beneficiaries	18	9	27
Gender wise beneficiaries - Male	34	177	211
Gender wise beneficiaries -Female	61	108	108
Community wise beneficiaries BC, MBC ----- SC/ST -----	95	285	285
Green house built in vacant site	95	95	380

Source: District Statistics Data-Madurai, Tamil Nadu- 2022

The secondary sources of district statistics shows that various zone wise housing schemes were implemented in Madurai and Theni districts. A number of District wise Green House is 285 in Theni District only. The Gender wise beneficiaries are 108 females have utilized this scheme in Theni district. The community wise beneficiaries are only BC Groups have covered in this scheme.

Table 3: Benefit of Housing scheme with Monthly Income

Income range/ Benefit of housing scheme	Atmosphere is suitable	Increased weaving time	Improved work with amenity utilization	Sales order is facilitated	Total
Below 7000Rs	7 63.6%	4 36.4%	0 0.0%	0 0.0%	11 100.0%
7001-10000	8 29.6%	15 55.6%	0 0.0%	4 14.8%	27 100.0%
10001-15000	3 17.6%	10 58.8%	4 23.5%	0 0.0%	17 100.0%
Above 15000	0 0.0%	4 26.7%	7 46.7%	4 26.7%	15 100.0%
Total	18 25.7%	33 47.1%	11 15.7%	8 11.4%	70 100.0%

Source: Primary Data

There is a significant associate between Benefits of housing scheme with Monthly income at 0.01 percent level. chi – square value in 121.022.

Income is major economic indicator of every individual or family. The handloom weaver's income is meager level while we compared to another informal sector wage. The larger number of workforces is used to spent for silk or

woolen weaving per day is target oriented. In this respect, the intervention for housing scheme beneficiary were gained in order to more productivity and conducive atmosphere of operational activities with the support of physical effort by

affordable amenities. Table shows that 63% of the respondents who belonged to the income category of below Rs. 7000 is referred about the housing scheme for handloom provides the work environment and atmosphere of operating for weaving practices are (7 person out of 18) more suitable.

Secondly, 58% of the respondents who belonged to the income category of Rs. 10000-15000 (10 person out of 33) is perceived about the housing scheme has been Increased their weaving time with convenient manner and productivity in order to amenity where utilized optimum level.

Table 4: Credibility of Housing scheme and Resident Areas of Handloom weavers

Credibility nature/ Resident area	Credibility intuition	Partial credibility	Credibility is somewhat extent	No credibility	Total
Rural	7 63.6%	4 36.4%	0 0.0%	0 0.0%	11 100.0%
Urban	0 0.0%	10 47.6%	3 14.3%	8 38.1%	21 100.0%
Semi Urban	4 25.0%	8 50.0%	4 25.0%	0 0.0%	16 100.0%
Corporation	7 31.8%	11 50.0%	4 18.2%	0 0.0%	22 100.0%
Total	18 25.7%	33 47.1%	11 15.7%	8 11.4%	70 100.0%

Source: Primary Data

There is significant associate between creditability on Scheme with residential area at 0.01 percent level. chi – square value in 1.828

Housing premises of handloom weavers have utilized their dual purpose. The satisfaction of shelter with safest criteria has covered by this scheme; credibility refers the heart fact opinion on benefits of (housing scheme) output by which observed and realized by the person. In this connection utilization of housing scheme feed back by the deliverance of output of scheme which will exposed by handloom weavers (beneficiaries). Table shows that 63% of the handloom weavers in rural areas have expressed their opinion for creditability in intuition by the scheme and their workforce with benefits. Secondly each 50 of the handloom weavers four semi-urban and corporation (Madurai) based residents have expressed their creditability on housing scheme is partial with their utilization and realization. (8 person out of 33) and (11 person out of 33). About 38% of the urban area handloom weavers only evolved their less creditability on housing scheme (8 person only). It is inferred that the utilization of beneficiaries on housing welfare scheme has given satisfied level of livelihood promotional activities by the handloom sector in Tamil Nadu Government.

Conclusion

The past two decades in handloom sector in India facing lot of challenges and their operating activities. The purpose of promotional activities and improvement of livelihood, the Government has implemented several schemes. At present this housing scheme has been monitored vigorously by the Government officials. The Poor Weavers are Difficult to pay monthly rent Rs.2000 but they had own land, they get benefit this scheme. Now they get own house under this scheme. The participation and involvement of Handloom Weavers in these schemes are high in recent years this much of provisions and Guidelines are accepted and follow up by the beneficiaries with streamlined business operations in the study area.

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