IMPACT OF SOCIO-ECONOMIC FACTORS ON PRODUCTION CHALLENGES FACED BY HANDLOOM WEAVERS IN POLLACHI TALUK, COIMBATORE DISTRICT

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Abstract
The study investigates the socio-economic conditions of handloom weavers in Pollachi Taluk, Coimbatore District, and the impact of these factors on the production challenges they face. The aim is to understand the weavers' economic realities and the obstacles they encounter in their craft. The objectives include examining income levels, access to technology, resources, and the influence of government schemes and market dynamics. The study area is Pollachi Taluk, and the sample population comprises 100 handloom weavers. Statistical tools like ANOVA and independent sample T-tests are employed for analysis. Key findings reveal that weavers grapple with fluctuating incomes, limited technology access, and resource constraints. The study underscores the complex interplay of socioeconomic factors and production challenges, highlighting the need for targeted interventions to support this vital industry.

Keywords
Handloom weaving, Challenges and Prospects, competition and market demand

1.1 INTRODUCTION

The handloom industry is vital to the country's economy. It isone of the largest economic activities, providing direct employment to approximately 65 lakh people who work in weaving and related industries. The sector has been able to compete with the power loom and mill industries due to effective government involvement through financial assistance and the implementation of various developmental and social programs. This industryexports around 19% of the total material generated in the country and protects a considerable portion of the merchandise profit. Hand looming is unusual because it is adaptable and versatile, allowing experimentation and encouraging new ideas. Handloom's strength comes in its creative designs, which the powerloom industry cannot duplicate. Thus, handloom is integral to India's tradition, elaborating the country's richness and diversity and the weavers' artistry. Since its inception in 1976, the Handloom Development Commissioner's administrative unit has been at the forefront, implementing numerous initiatives to promote and improve the handloom sector and giving resources to handloom weavers in various methods.

1.2 REVIEW OF LITERATURE

The Government of Kerala (2009) submitted "A report of a survey on the handloom sector in Kerala." This study mainly focused on the socio-economic impact on weavers due to the implementation of various activities and the financial assistance each cooperative society receives under multiple schemes.

Rari John. (2016) conducted a study on the "Socioeconomic status of women entrepreneurs in the handloom sector". This study found that the traditional weavers community is inactive in the Trivandrum district field. All the castes and communities are involved in weaving activities. Weaving makes income-generating activity through caste diversity, and working conditions are pathetic. The sheds accommodate 8-10 looms and are too close to each other. Most of the sheds are open with unfinished floors, low roofs thatch tin sheets, cramped with pit looms, and without proper lighting.

Srinivasa Rao and Sreedhar (2017) studied the socio-economic condition of handloom weavers in the Gannavaram mandal of Krishna district in Andhra Pradesh. This study is based on extensive fieldwork that indicates that though handloom weaving has many strengths and can be competitive under specific conditions, the seeds of the crisis are inherent in the sector. These can be traced to two primary factors: the co-operative sector's low performance and the weavers' deficient economic condition.

Jain and Gera (2017) conducted an analytical study about "An analytical study they can find some problems related to the handloom industry: Lack of adequate and authentic data, poor quality of yarn, financial crisis, lack of proper infrastructure, lack of education, skills-based training and research, shortage of input and rising cost, problem of working capital, and poor management.

Sadanandam (2016), The weavers' socioeconomic situation was highlighted, and viable solutions to their problem were proposed. This research is based onprimary data gathered through interview schedules with 57 active societies in Telangana's Warangal area. The study found that weavers face various obstacles, including financial constraints, inability to purchase up-to-date technology, bad working conditions, low remuneration, and a lack of government support.

Sandhiya & Bikash (2015), Socio-Economic Profile of Handloom Weaving Community: A Case Study of Bargarh District, Odisha, Handloom weavers were found to be more vulnerable, owing to a lack of organizational structure, administrative failures, financial disincentives, insufficient infrastructure, fragmented looms, and poor marketing, among other factors. As a result, the current research aims to investigate the socio-economic profiles of the weaving community in the Bargarh area of western Odisha.Most respondents in this poll prefer their children to work for the government to improve their family's financial situation.

1.3 HANDLOOM INDUSTRY AT POLLACHI

The handloom industry in Pollachi Taluk, renowned for its lush agricultural landscape and vibrant textile heritage, is a significant hub for handloom weaving in the region. The handloom industry in Pollachi has a rich history, characterized by traditional weaving techniques passed down through generations. The artisans in this area are known for their expertise in producing a diverse range of textiles, including saris, dhotis, and shawls. These handwoven products are celebrated for their quality, intricate designs, and the use of natural fibers and dyes. The craftsmanship reflects the local weavers' deep cultural traditions and artistic skills. The handloom sector significantly contributes to the local economy by providing employment opportunities to many families in Pollachi Taluk. Many weavers work from home-based units or small workshops, which allows them to balance their traditional weaving practices and their economic needs. The industry supports the weavers and ancillary businesses such as yarn suppliers, dyeing units, and retail outlets.

Despite its cultural and economic importance, the handloom industry in Pollachi faces several challenges. These include competition from mechanized textiles, fluctuating raw material prices, and limited access to modern technology. Additionally, marketing and distribution hurdles and inadequate infrastructure often affect the profitability and sustainability of handloom enterprises.

Various government initiatives and programs aim to support and revitalize the handloom sector in Pollachi Taluk. These include subsidies for raw materials, skill development programs, and marketing support through handloom fairs and exhibitions. Institutions like the Coimbatore Handloom Development Corporation also play a crucial role in providing technical assistance and promoting the region's unique products.

1.4 OBJECTIVES OF THE STUDY

1. To study the socio-economic factors affecting handloom weavers in Pollachi Taluk, Coimbatore District.
2. To examine the impact of socio-economic factors on the production problems and challenges handloom weavers face.

1.5 RESEARCH METHODOLOGY

The study was conducted using primary and secondary data.

Primary data was collected from 100 respondents using a structured questionnaire and a personal interview method.

Secondary data was collected from books, periodic journals, and articles related to the present research. It has also been collected from published and unpublished reports by the government,

departments, and societies of the handloom sector and from books, periodic journals, and various websites related to the present research study.

Sampling Techniques

Simple random sampling was used in the present research. Handloom weavers in Pollachi Block are the sample, and the population is Coimbatore District. The Area of the Study was limited to the Pollachi block of Coimbatore District, but the weavers spread throughout the district. The size of the Sample in the Pollachi block is 1000 handloom weavers. The sample of 100 weavers was randomly selected from the Pollachi block of Coimbatore District.

1.6 RESULTS AND DISCUSSION

Table 1

Gender and Production Problems and Challenges Independent Samples Test

Levene's Test for Equality of Variances	**t-test for Equality of Means**									
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**MD**	**SED**	**95% CID**	
									Lower	**Upper**
Low wages	EVA	4.772	.031	1.149	99	.253	.07850	.06835	-.05711	.21411
	EVNA			.697	8.455	.505	.07850	.11266	-.17888	.33588
Nonaccessibility of adequate quantity or quality of raw material	EVA	8.376	.005	1.509	99	.134	.08937	.05921	-.02811	.20686
	EVNA			.797	8.305	.448	.08937	.11216	-.16762	.34636
Delay payment	EVA	2.646	.107	.684	99	.495	.14372	.21000	-.27296	.56040
	EVNA			.537	8.891	.604	.14372	.26757	-.46269	.75013
workforce by vendor	EVA	.731	.395	1.345	99	.182	.15459	.11490	-.07340	.38258
	EVNA			1.330	9.586	.214	.15459	.11627	-.10601	.41519
High Competition from Power Loom productivity and efficiency	EVA	.143	.706	-.679	99	.499	-.08696	.12803	-.34100	.16709
	EVNA			-.510	8.795	.623	-.08696	.17067	-.47441	.30050
Low capacity utilization due to not updating new technology	EVA	.139	.710	-.506	99	.614	-.08092	.15977	-.39795	.23611
	EVNA			-.523	9.775	.612	-.08092	.15458	-.42641	.26458

Levene's Test for Equality of Variances	**t-test for Equality of Means**									
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**MD**	**SED**	**95% CID**	
									Lower	**Upper**
Shifting of skilled labor to another sector	EVA	5.274	.024	-.927	99	.356	-.29710	.32063	-.93330	.33909
	EVNA			-.660	8.696	.526	-.29710	.45026	-1.32113	.72693
The young generation is not involved in the weaving profession due to lower wages and the tough working process	EVA	9.269	.003	-1.270	99	.207	-.17391	.13693	-.44561	.09779
	EVNA			-4.079	91.000	.000	-.17391	.04263	-.25860	-.08923

The differences between the genders of the handloom weavers in terms of their production problems and challenges are presented in **Table 1.** The calculated statistics for the gender of the handloom weavers towards all the factors of their production problems and Challenges were found to be statistically insignificant at a 5% level, indicating there is no difference in the gender of the handloom weavers towards their production problems and Challenges in the business. Further the 'p' value greater than 0.05. Hence, it was concluded that there are no differences between the genders of the handloom weavers regarding their production problems and challenges in the business.

Table 2 shows the results of the independent sample T-test for the family types of handloom weavers and their production problems and Challenges. The calculated statistics for all the factors of production problems and Challenges are insignificant, and the p-value for all the factors is greater than 0.05. Hence, it was concluded that the family types of handloom weavers cause production problems and Challenges in the business.

The differences between the ownership of the present house of the handloom weavers and their production problems and challenges are presented in **Table 3 No.** The calculated statistics for the present house of the handloom weavers towards all the factors of their production problems and Challenges were found to be statistically insignificant at a 5% level, indicating there is no difference between the present house of the handloom weavers towards their production problems and Challenges in the business. Further the 'p' value greater than 0.05. Hence, it was concluded that there are no differences among the present house of handloom weavers regarding their production problems and challenges.

Abbreviations Used in the Tables	
EVA	Equal Variance Assumed
EVNA	Equal Variance Not Tassumed
MD	Mean Difference
SED	Std. Error Difference
CID	Confidence Interval of the Difference
BGs	Between Groups
WGs	Within Groups

Table 2
Family Type and Production Problems and Challenges Independent Samples Test

Levene's Test for Equality of Variances	**t-test for Equality of Means**									
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**MD**	**SED**	**95% CID**	
									Lower	**Upper**
Nonaccessibility of adequate quantity or quality of raw material	EVA	.396	.531	-.305	99	.761	-.03061	.10046	-.22994	.16872
	EVNA			-1.750	97.000	.083	-.03061	.01749	-.06533	.00410
Low wages	EVA	.546	.462	-.354	99	.724	-.04082	.11539	-.26977	.18813
	EVNA			-2.032	97.000	.045	-.04082	.02009	-.08069	-.00094
Delay payment	EVA	.140	.709	1.036	99	.303	.36395	.35135	-.33321	1.06110
	EVNA			1.074	2.134	.389	.36395	.33880	-1.00929	1.73718
workforce by vendor	EVA	.291	.591	.157	99	.875	.03061	.19456	-.35543	.41665
	EVNA			.904	97.000	.368	.03061	.03387	-.03662	.09784
High Competition from Power Loom productivity and efficiency	EVA	1.047	.309	-.379	99	.705	-.08163	.21521	-.50865	.34539
	EVNA			-2.179	97.000	.032	-.08163	.03747	-.15600	-.00726
Low capacity utilization due to not updating new technology	EVA	2.581	.111	.571	99	.569	.15306	.26804	-.37879	.68491
	EVNA			3.280	97.000	.001	.15306	.04667	.06044	.24569

Levene's Test for Equality of Variances	**t-test for Equality of Means**									
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**MD**	**SED**	**95% CID**	
									Lower	**Upper**
Shifting of skilled labor to another sector	EVA	3.720	.057	.757	99	.451	.40816	.53884	-.66102	1.47735
	EVNA			4.350	97.000	.000	.40816	.09382	.22196	.59437
The young generation is not involved in the weaving profession due to lower wages and the tough working process	EVA	2.792	.098	-.707	99	.482	-.16327	.23108	-.62177	.29524
	EVNA			-4.058	97.000	.000	-.16327	.04023	-.24312	-.08341

Table 3
Owner Ship of Present House and Production Problems and Challenges Independent Samples Test

Levene's Test for Equality of Variances	**t-test for Equality of Means**									
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**MD**	**SED**	**95% CID**	
									Lower	**Upper**
Nonaccessibility of adequate quantity or quality of raw material	EVA	.630	.429	-.388	98	.699	-.02151	.05538	-.13141	.08840
	EVNA			-1.422	92.000	.158	-.02151	.01512	-.05154	.00853
Low wages	EVA	1.352	.248	-.555	98	.580	-.04301	.07746	-.19673	.11071
	EVNA			-2.033	92.000	.045	-.04301	.02115	-.08502	-.00100
Delay payment	EVA	.093	.761	1.398	98	.165	.32873	.23508	-.13778	.79523
	EVNA			1.687	7.469	.133	.32873	.19485	-.12622	.78367
workforce by vendor	EVA	.396	.531	.103	98	.918	.01075	.10467	-.19696	.21846

Levene's Test for Equality of Variances	**t-test for Equality of Means**									
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**MD**	**SED**	**95% CID**	
									Lower	**Upper**
	EVNA			.376	92.000	.708	.01075	.02858	-.04601	.06752
High Competition from Power Loom productivity and efficiency	EVA	10.112	.002	3.929	98	.000	.52842	.13451	.26150	.79534
	EVNA			2.579	6.342	.040	.52842	.20485	.03364	1.02319
Low capacity utilization due to not updating new technology	EVA	.683	.411	-.812	98	.419	-.14593	.17974	-.50262	.21076
	EVNA			-.766	6.815	.469	-.14593	.19041	-.59866	.30680
Shifting of skilled labor to another sector	EVA	12.431	.001	-2.722	98	.008	-.95238	.34987	-1.64669	-.25807
	EVNA			-1.556	6.241	.169	-.95238	.61210	-2.43621	.53145
The young generation is not involved in the weaving profession due to lower wages and the tough working process	EVA	7.083	.009	-1.113	98	.268	-.17204	.15459	-.47883	.13474
	EVNA			-4.075	92.000	.000	-.17204	.04221	-.25588	-.08820

Table 4
Place of Living and Production Problems and Challenges (ANOVA)

Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**		
Nonaccessibility of adequate quantity or quality of raw material	BGs	.003	2	.001	.046	.955
	WGs	2.908	98	.030		
	Total	2.911	100			
Low wages	BGs	.005	2	.002	.062	.940
	WGs	3.837	98	.039		
	Total	3.842	100			
wages fixing by vendors	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		
	Total	.000	100			

Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**		
Delay payment	BGs	.552	2	.276	.764	.468
	WGs	35.408	98	.361		
	Total	35.960	100			
workforce by vendor	BGs	.003	2	.001	.012	.988
	WGs	10.908	98	.111		
	Total	10.911	100			
High Competition from Power Loom productivity and efficiency	BGs	.019	2	.010	.071	.931
	WGs	13.347	98	.136		
	Total	13.366	100			
Weather Conditions	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		
	Total	.000	100			
Low capacity utilization due to not updating new technology	BGs	.068	2	.034	.161	.851
	WGs	20.704	98	.211		
	Total	20.772	100			
The young generation is not involved in the weaving profession due to lower wages and the tough working process	BGs	.078	2	.039	.247	.782
	WGs	15.388	98	.157		
	Total	15.465	100			
Shifting of skilled labor to another sector	BGs	3.383	2	1.691	2.052	.134
	WGs	80.776	98	.824		
	Total	84.158	100			

Table 4 shows the results of One-Way ANOVA for Place of Living and Production problems and Challenges**.** The results indicate no significant difference among areas of respondence towards production problems and Challenges faced by Handloom Weaving because the significant value for all the factors of production problems and Challenges is greater than the critical value of 0.05, and f values are less than 3 for all the factors. Thus, the study found that the living areas of handloom weavers do not cause production problems or challenges in their business.

Table 5
Age and **Production Problems and Challenges (ANOVA)**

Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**		
Nonaccessibility of adequate quantity or quality of raw material	BGs	.097	2	.049	1.694	.189
	WGs	2.814	98	.029		
	Total	2.911	100			
Low wages	BGs	.103	2	.051	1.349	.264
	WGs	3.739	98	.038		
	Total	3.842	100			
wages fixing by vendors	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		
	Total	.000	100			
Delay payment	BGs	.828	2	.414	1.155	.319
	WGs	35.132	98	.358		
	Total	35.960	100			
workforce by vendor	BGs	.542	2	.271	2.560	.082
	WGs	10.369	98	.106		
	Total	10.911	100			

Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**		
High Competition from Power Loom productivity and efficiency	BGs	.581	2	.291	2.228	.113
	WGs	12.785	98	.130		
	Total	13.366	100			
Weather Conditions	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		
	Total	.000	100			
Low capacity utilization due to not updating new technology	BGs	1.324	2	.662	3.335	.040
	WGs	19.449	98	.198		
	Total	20.772	100			
Shifting of skilled labor to another sector	BGs	1.693	2	.846	1.006	.369
	WGs	82.465	98	.841		
	Total	84.158	100			
The young generation is not involved in the weaving profession due to lower wages and the tough working process	BGs	.838	2	.419	2.807	.065
	WGs	14.628	98	.149		
	Total	15.465	100			

Table 5 shows the results of One Way ANOVA for the Age of Handloom weavers and Production Problems and Challenges**.** The significant values for all production problems and challenges factors are greater than the critical value of 0.05 except for low-capacity utilization due to the lack of updating new technology. It confirmed that there is no significant difference among the respondents' ages regarding production problems and challenges faced by handloom weaving; furthermore, f values are less than 3 for all the factors. Hence, the study found that the age of handloom weavers does not cause production problems or challenges in their business.

Table 6
Family Size and Production Problems Faced by the Weavers (ANOVA)

Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**		
Nonaccessibility of adequate quantity or quality of raw material	BGs	.009	2	.005	.154	.857
	WGs	2.902	98	.030		
	Total	2.911	100			
Low wages	BGs	.003	2	.002	.040	.961
	WGs	3.838	98	.039		
	Total	3.842	100			
wages fixing by vendors	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		
	Total	.000	100			
Delay payment	BGs	2.343	2	1.171	3.414	.037
	WGs	33.618	98	.343		
	Total	35.960	100			
workforce by vendor	BGs	.161	2	.081	.734	.483
	WGs	10.750	98	.110		
	Total	10.911	100			
High Competition from Power Loom productivity and efficiency	BGs	.111	2	.056	.412	.664
	WGs	13.255	98	.135		
	Total	13.366	100			
Weather Conditions	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		

Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**		
	Total	.000	100			
Low-capacity utilization due to not updating new technology	BGs	1.060	2	.530	2.636	.077
	WGs	19.712	98	.201		
	Total	20.772	100			
Shifting of skilled labour to another sector	BGs	.313	2	.156	.183	.833
	WGs	83.846	98	.856		
	Total	84.158	100			
The young generation is not involved in the weaving profession due to lower wages and the tough working process	BGs	.187	2	.094	.601	.550
	WGs	15.278	98	.156		
	Total	15.465	100			

The results of One Way ANOVA for Family size of the handloom weavers and Production problems and Challenges are shown in Table 6. The results clearly show that there is no significant difference among the family size of responses towards production problems and Challenges faced by Handloom Weaving because the considerable value for all the factors of production problems and Challenges except Delay payment is greater than the critical value of 0.05 and f values are less than 3 for all the factors. Thus, the study found that the family size of handloom weavers does not cause production problems or challenges in the business.

Table 7
Education Level and Production Problems Faced by the Weavers (ANOVA)

Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**		
Non accessibility of adequate quantity or quality of raw material	BGs	.007	2	.004	.118	.889
	WGs	2.904	98	.030		
	Total	2.911	100			
Low wages	BGs	.003	2	.002	.044	.957
	WGs	3.838	98	.039		
	Total	3.842	100			
wages fixing by vendors	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		
	Total	.000	100			
Delay payment	BGs	1.130	2	.565	1.589	.209
	WGs	34.831	98	.355		
	Total	35.960	100			
workforce by vendor	BGs	.165	2	.082	.752	.474
	WGs	10.746	98	.110		
	Total	10.911	100			
High Competition from Power Loom productivity and efficiency	BGs	.087	2	.043	.319	.727
	WGs	13.280	98	.136		
	Total	13.366	100			
Weather Conditions	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		
	Total	.000	100			
Low capacity utilization due to not updating new technology	BGs	.395	2	.197	.949	.391
	WGs	20.378	98	.208		
	Total	20.772	100			

Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**		
Shifting of skilled labour to another sector	BGs	1.314	2	.657	.777	.463
	WGs	82.844	98	.845		
	Total	84.158	100			
The young generation is not involved in the weaving profession due to lower wages and tough working process	BGs	.056	2	.028	.177	.838
	WGs	15.410	98	.157		
	Total	15.465	100			

Table 7 shows the results of One Way ANOVA for the Educational level of handloom weavers and Production problems and Challenges**.** The significant values for all the Production problems and Challenges factors are greater than the critical value of 0.05. It confirmed that there is no significant difference among the educational levels of the respondents regarding production problems and challenges faced by handloom weaving, and furthermore, f values are less than 3 for all the factors. Hence, the study found that the educational level of handloom weavers does not cause production problems or challenges in the business.

Table 8
Monthly Income and Production Problems Faced by the Weavers (ANOVA)

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Nonaccessibility of adequate quantity or quality of raw material	BGs	.952	2	.476	23.803	.000
	WGs	1.959	98	.020		
	Total	2.911	100			
Low wages	BGs	.005	2	.002	.062	.940
	WGs	3.837	98	.039		
	Total	3.842	100			
wages fixing by vendors	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		
	Total	.000	100			
Delay payment	BGs	.001	2	.001	.002	.998
	WGs	35.959	98	.367		
	Total	35.960	100			
workforce by vendor	BGs	3.921	2	1.961	27.488	.000
	WGs	6.990	98	.071		
	Total	10.911	100			
High Competition from Power Loom productivity and efficiency	BGs	.019	2	.010	.071	.931
	WGs	13.347	98	.136		
	Total	13.366	100			
Weather Conditions	BGs	.000	2	.000	.	.
	WGs	.000	98	.000		
	Total	.000	100			
Low capacity utilization due to not updating new technology	BGs	.068	2	.034	.161	.851
	WGs	20.704	98	.211		
	Total	20.772	100			
Shifting of skilled labor to another sector	BGs	.485	2	.242	.284	.753
	WGs	83.673	98	.854		
	Total	84.158	100			
The young generation is not involved in the	BGs	.078	2	.039	.247	.782
	WGs	15.388	98	.157		

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
weaving profession due to lower wages and the tough working process	Total	15.465	100			

The results of One Way ANOVA for the monthly income of the handloom weavers and Production problems and Challenges are shown in **Table 8.** The results clearly show that there is a significant difference among the different groups of the monthly income of responses towards production problems and Challenges faced by Handloom Weaving because of the significant value for the production problems and Challenges factors - Non-accessibility of adequate quantity or quality of raw material and workforce by vendor are less than the critical value 0.05. The F statistic values are greater than 3. Furthermore, the significant values for the remaining factors are insignificant. Thus, the study found that the monthly income of handloom weavers causes production problems and challenges in the business.

1.7 RECOMMENDATIONS

- **Government:**

o Implementing consistent policies to stabilize raw material prices and ensure accessibility for weavers.
o Investing in infrastructure development, including well-equipped workshops and common facility centers.
o Expanding financial assistance programs to cover technology upgrades, skill training, and working capital needs.
o Strengthening market linkages and promoting e-commerce platforms to enhance product visibility and sales.
o Conducting regular surveys to assess the evolving needs of weavers and tailor support programs accordingly.

- **Weavers:**

o Forming cooperatives or collectives to enhance bargaining power and access resources collectively.
o Participating actively in skill development programs to adapt to changing market demands.
o Exploring opportunities for product diversification and value addition to increase profitability.
o Utilizing digital platforms for marketing and direct sales to reach a broader customer base.

- **NGOs and Social Enterprises:**

o Collaborating with government agencies to implement training programs and awareness campaigns.
o Providing design and marketing support to help weavers create contemporary and marketable products.
o Facilitating access to microfinance and other financial services to address capital constraints.

- **Consumers:**

o Supporting handloom weavers by choosing their products over mass-produced alternatives.
o Appreciating the cultural and artistic value of handwoven textiles.
o Advocating for fair trade practices and ethical sourcing in the textile industry.

1.8 CONCLUSION

The handloom sector generates significant employment opportunities in the state. Therefore, this study aims to analyze the present scenario of handloom weaving in Pollachi Taluk, Coimbatore. Using primary data, the study found a steady decline in the growth of the handloom sector due to various production and marketing problems. Factors such as a decline in the workforce, non-availability of raw materials, increased occupational hazards, outdated technology, increased procurement prices, intensive competition, low market prices, and decreased customer preferences influence the handloom industry. Policymakers have taken various steps for the development and progress of the handloom sector. Particularly in the Coimbatore district, where all the handloom units are typically small-scale and have less privilege in accessing the market and finance, support is being provided to a greater

extent. Schemes are implemented to support the handloom weavers, and the production and marketing problems are addressed with various measures and strategies.

To conclude, the sustainable growth of the handloom industry in Pollachi Taluk, Coimbatore district, largely depends on the government's marketing support and improvement in the socio-economic situations of the handloom weavers. The handloom weaving industry in Pollachi Taluk faces a complex web of production challenges deeply intertwined with the socio-economic realities of the weavers. Addressing these challenges necessitates a collaborative effort from the government, weavers, NGOs, and consumers. By implementing the recommendations outlined above, stakeholders can contribute to preserving and growing this culturally significant and economically vital industry. It is imperative to recognize the value of handloom weaving and work towards creating an enabling environment where weavers can thrive and sustain their craft for generations to come.

The next generation of young family members of the handloom weavers should be trained and motivated to take their family handloom weaving business to the next level. Organizing awareness programs on various prospects, opportunities, and support schemes available in the handloom business may encourage the younger generation to adopt the handloom business as their career choice. Women should be empowered to take up all the activities involved in the handloom weaving process, which will significantly support their male counterparts. The government can initiate centralized raw materials procurement centers for the handloom weavers and ensure an uninterrupted supply of raw materials at fair prices. The handloom weavers can be supported and given incentives to upgrade their weaving technology to increase their productivity and profitability. The skilled workforce in the handloom weaving business should be upskilled and reskilled to find newer prospects in the same handloom business sector.

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