International Journal of Humanities Social Science and Management (IJHSSM)
Volume 4, Issue 2, Mar.-Apr., 2024, pp: 883-888 www.ijhssm.org

An Analysis of State Of Powerloom Industry Specifically Pertaining To Sulur Taluk.

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Date of Submission: 27-03-2024 Date of Acceptance: 06-04-2024

ABSTRACT:
The present study focuses on the expectations of the power loom unit weavers from the government and the current state of the power loom industry. These expectations are pertaining to finance marketing and technology. The result of the study shows that, there are major barriers or problems related to finance, labour and marketing. There is a need to improve technology, and there is a need to provide financial support by the government in terms of subsides, tax benefits, etc. to improve the financial condition of power loom sector.

KEYNOTE: Powerloom industry, Weavers, Employees, Manufacturing.

I. INTRODUCTION:

The power loom industry is one of the important industries in India with massive raw material and textile manufacturing base. The structure of Indian textile sector is extremely complex with modern, sophisticated and highly mechanized sector on the other and in between falls the decentralized small scale power loom industry. The power loom industry plays an important role in meeting the clothing needs of the country. There are approximately 3.20 lakhs registered powerlooms in different regions of Tamilnadu like Coimbatore, Tirupur, etc., Unlike other major textile producing countries, Indian powerloom industry is comprised mostly of small scale, non-integrated spinning, weaving, finishing and apparel making enterprises. Coimbatore is the centre of power loom industry in Tamilnadu. There are around 500 power loom units operational in Coimbatore. It is clear that, at national level the market size of power loom industry is growing at a very fast pace but now a days, power loom sector of Sulur taluk is facing intensified problems.

Power loom sector has occupied a unique place in Indian economy. It accounts for percent of thetotal industrial production and 30 percent of the total experts. The impact of liberal economy is strong felt in power loom sector of India.

STATEMENT OF THE PROBLEM:

This study aims to examine the way the powerloom sector operates and evaluate the issues faced by the industry in Sulur taluk as a whole. Due to unhealthy competition from auto looms and Chinese products, the Power Loom business has suffered greatly. Due to this, thousands of Power Loom units arein terrible financial shape and have accumulated excessive debt. Approximately ten lakh persons in Tamil Nadu receive employment and subsistence from the six lakh Power Loom Units in the state. Around Rs 2500 crore are generated for the central exchequer under this GST system.

Due to indebtedness and bank loans, the majority of the units are in danger of failing. Auto looms and Chinese goods have created unhealthy rivalry, which has severely hurt the Power Loom industry. This has left thousands of Power Loom units heavily indebted, overburdened, and in desperate circumstances. Ten lakh workers in Tamil Nadu have access to economic options and employment thanks to the state's six lakh Power Loom Units. They bring in about Rs 2,500 crore for the central exchequer under this GST regime. Approximately 95% of Power Loom units in Coimbatore operate on a job-by- job basis. Most of the units are on the brink of destruction due to debts and bank loans.

II. REVIEW OF LITERATURE:

An empirical analysis of the viewpoints of India's decentralized powerloom sector was conducted by **Basavraj S. Kudachimath and Shashidhar S. Mahanthshetti (2017)** This study focuses on the several aspects of India's decentralized powerloom industry. We performed

time series analysis and regression analysis on data that we gathered from a number of trustworthy sources, including reports fromthe RBI, the Ministry of Textiles, Fiber2fashion, Powerloom Development, and Export Promotion Council.The findings showed an increasing trend toward expansion in terms of production and the creation of jobs. The findings demonstrated the huge potential of the decentralized sectors to employ both skilled and unskilled laborers in the nation. They came to the conclusion that the sector and GDP had a favorable relationship based on the regression analysis.

Thakor D.V., Pawar Y.T., and Arif Anjum Md (2011), Saeed presented the Indian Power Loom Industry's SWOT analysis. Numerous issues plague this industry, including outmoded technology, a lack of corporate ethics, outdated marketing strategies, a shortage of skilled labor, excessive productioncosts for low-quality products, etc. They came to the conclusion that the handloom industry's transformation into the power loom sector was the reason for its creation They added that, after agriculture, the power loom industry employs the second most people.

Manikandan S. and Thirunavukkarasu S. (2010) examined the development and performance of the power loom industry as well as the SWOT analysis of the power loom cluster. They also discussed the issues pertaining to the power loom sector as well as the reasons behind the paradigm shift from the handloom to the power loom industries. They came to the conclusion that Gujarat and Maharashtra are not growing as quickly as Tamilnadu's power loom industry. The modernization approach is employed in order to reach the 2010 export goal of $50 billion. They use a variety of strategies to upgrade the power loom industry, including investment subsidies in automatic and semi-automated powerloom units, power loom modernization, power loom modernization, skill upgradation, and the construction of new power loom centers.

III. OBJECTIVES:

- To understand the socioeconomic status of workers and powerloom enterprises.
- To determine the driving force behind powerloom entrepreneurs' decision to go into business.
- To determine the satisfaction of powerloom entrepreneurs are with the business ecosystem.
- To determine the expectations of entrepreneurs and employees on the improvement of thbusiness ecosystem.
- To give valid suggestions based on the study for the further improvement in the powerloom industry.

SCOPE OF THE STUDY:

The current study on the powerloom industry in Sulur taluk, Coimbatore district, is thorough and integrated. Though powerloom industry is behind ages, its developing at present. The study endeavor aims to identify the components responsible for the factor impacting powerloom workers and entrepreneurs.

LIMITATIONS OF THE STUDY:

- This study is limited to the 120 respondents.
- This study mainly based on Sulur Taluk in Coimbatore city.
- The period of study is limited to 4 months.
- The survey is based on respondent’s opinion.

IV. RESEARCH METHODLOGY:

The basic data serve as the main foundation for this investigation. The information was gathered using a carefully constructed and organized questionnaire. primary data collected by direct interviews and questionnaires from 120 respondents.

Secondary data are those that have previously been gathered for another reason by some people via the internet, books, and magazines. The project's data collection, from which the information was gathered from numerous sources.

RESEARCH DESIGN:

A logical and methodical plan created to guide a research investigation is called a research design. The researcher chose the descriptive design for the study out of several options. investigations that describe the traits of a specific person or group are known as descriptive research investigations. The researcher uses a descriptive design to determine the current status of the powerloom sector, with a focus on Sulur taluk.

AREA OF STUDY:

The study was conducted in powerloom industry pertaining to Sulur taluk, Coimbatore. The research aimed to study the current situation of powerloom industry.

PERIOD OF THE STUDY:

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The study covers a period of 4 months (December 2023 – March 2024)

SAMPLE SIZE:
The sample size selected for the study is 120 respondents.

SAMPLE TECHNIQUE:
Sampling in survey methodology is the process of selecting a portion of a statistical population to estimate the characteristics of the entire population. Here, convenient sampling is the method of sampling that is employed.

STATISTICAL TOOLS:
The study uses the following resources:
1. Simple Percentage Analysis
2. Ranking Analysis

V. DATA ANALYSIS AND INTERPRETATION:

SIMPLE PERCENTAGE ANALYSIS:
The majority of the questionnaire's questions are subject to a straightforward percentage analysis. Each group in which the respondents were classified is described in this analysis. With a base of 120respondents, the data are reduced to a standard form through the use of percentages, allowing for relative comparisons. The formula,

$$\text{Percentage analysis} = \frac{\text{No. of. Respondents}}{\text{Total No. of respondents}} \times 100$$

It is one of the simple forms of analysis which is very easy for everyone to understand the outcome of the research. It is normally used by commercial research Organization.

S.NO	VARIABLES	CATEGORIES	NO.OF RESPONDENTS	PERCENTAGE
1	Age	a. Below 25 years	24	20 %
		b. 25 – 35	30	25 %
		c. 40 – 50	30	25 %
		d. Above 50	36	30 %
2	Gender	a. Male	72	60 %
		b. Female	48	40 %
3	Educational qualifications	a. School	22	20 %
		b. Degree	48	40 %
		c. Profession	30	25 %
		d. No formal - education	18	15 %
4	Experience in powerloom industry	a. Below 5 years	12	10 %
		b. 5 – 10	18	15 %
		c. 10 – 15	66	55 %
		d. Above 15	24	20 %
5	Location	a. Rural	72	60 %
		b. Urban	48	40 %

6	Family type	a. Nuclear	78	65 %
		b. Joint	42	35 %
7	No. of looms	a. 3 – 5 looms	18	15 %
		b. 5 – 8	24	20 %
		c. 8 – 10	48	40 %
		d. Above 10	30	25 %
8	Form of Enterprise	a. Sole - proprietorship	84	70 %
		b. Partnership	36	30 %
9	Generation of Enterpreneurs	a. First generation	48	40 %
		b. Second generation	72	60 %
10	Source of capital raising	a. Self-financing	36	30 %
		b. Borrowed funds from friends/relatives	18	15 %
		c. Borrowed funds from bank	60	50 %
		d. Venture Capitalist	6	5 %
11	Source of Registered capital	a. less than 5 lakhs	12	10 %
		b. 5 – 10	18	15 %
		c. 10 – 15	60	50 %
		d. Above 15	30	25 %
12	Production capacity	a. Below 150 metres	12	10 %
		b. 150 – 250	18	15 %
		c. 250 – 350	30	25 %
		d. Above 350 metres	60	50 %
13	Mode of starting the machine	a. Panel board	30	25 %
		b. Manual	90	75 %
14	No. of employees	a. less than 5	12	10 %
		b. 5 to 10	18	15 %
		c. 10 to 15	36	30 %
		d. Above 15	54	45 %
15	Salary of the employees	a. Daily wages	18	15 %
		b. Monthly wages	36	30 %
		c. Weekly wages	66	55 %
16	Selling method of the products	a. Local	48	40 %
		b. State	30	25 %
		c. International	12	10 %
		d. Export	30	25 %
17	Marketing method of products	a. Direct selling	12	10 %
		b. Wholesale	30	25 %
		c. Retailer	24	20 %
		d. Cooperatives	54	45 %
18	Yearly turnover	a. Below 12 lakhs	18	15 %

		b. 12 – 15	24	20 %
		c. 15 – 20	48	40 %
		d. More than 20 lakhs	30	25 %

INTERPRETATION:

The survey revealed that the mostly of the respondents 30% are belongs to above 50 years, 60% of the respondents are belongs to male , 40% of the respondents has a degree as their educational qualification , about 55 % of the respondents had a experience of 10 – 15 years in the powerloom industry , 60 % of the respondents are living in urban areas , 65% of the respondents are belongs to nuclear family , 40 % of the respondents are having 8 – 10 looms in their powerloom unit , 70 % of the respondents are running their business as sole proprietorship , about 60 % of the respondents are first generation entrepreneurs , majority 50 % of the respondents has raised their funds from banks , about 50 % of the respondents are having the registered capital of 10 – 15 lakhs , around 50 % of the respondents are producing the capacity of above 350 metres , 75 % of the respondents are using manual mode to start a machine , 45 % of the respondents have above 15 employees working in their powerloom unit , 55 % of the respondents are getting weekly wages as salary in their powerloom unit, 40 % of the respondents are selling their products locally , 45 % of the respondents are selling their products to the cooperatives and mostly 40 % of the respondents yearly turnover is about 15 – 20 lakhs respectively.

RANKING ANALYSIS:

The average rank is determined using the information provided by the respondents, the highest mean score is assigned the greatest rank, and the lowest mean score is assigned the least rank. Thus, "Higher is the priority, higher is the mean score." The table presents the results together with a suitable explanation.

Factors Influenced for selecting the small – scale unit

FACTORS	NO. OF RESPONDENTS										TOTAL	RANK
	I	II	III	IV	V	VI	VII	VIII	XI	X		
Easy to start	14(10)	11(9)	14(8)	10(7)	11(6)	16(5)	17(4)	9(3)	7(2)	11(1)	**687**	**III**
Limited risk	9(10)	11(9)	7(8)	8(7)	9(6)	14(5)	10(4)	9(3)	7(2)	10(1)	**516**	**X**
Infrastructure Facility	13(10)	9(9)	15(8)	15(7)	12(6)	14(5)	12(4)	11(3)	10(2)	9(1)	**688**	**II**
Availability of labours	10(10)	10(9)	13(8)	12(7)	13(6)	13(5)	13(4)	11(3)	10(2)	11(1)	**637**	**VII**
Family business	12(10)	12(9)	11(8)	15(7)	14(6)	13(5)	11(4)	13(3)	4(2)	15(1)	**676**	**V**
Self – employment	15(10)	6(9)	13(8)	12(7)	15(6)	15(5)	14(4)	7(3)	12(2)	11(1)	**669**	**VI**

Availability of raw materials	11(10)	8(9)	10(8)	11(7)	16(6)	8(5)	13(4)	10(3)	9(2)	10(1)	**585**	**IX**
Market facility	11(10)	15(9)	18(8)	17(7)	12(6)	8(5)	14(4)	11(3)	9(2)	6(1)	**733**	**I**
Low investment	9(10)	17(9)	18(8)	11(7)	9(6)	15(5)	8(4)	12(3)	5(2)	10(1)	**681**	**IV**
Geographical location	12(10)	10(9)	14(8)	9(7)	10(6)	18(5)	11(4)	6(3)	12(2)	15(1)	**636**	**VIII**

INTERPRETATION:

The above table depicts that the factors influenced for selecting the small scale unit and the rank marked as rank I for the market facility, the rank II marked as infrastructure facility, the rank III marked as easy to start, the rank IV marked as low investment, the rank V marked as family business, the rank VImarked as self- employment, the rank VII marked as availability of labours, the rank VIII marked as geographical location, the rank IX marked as availability of raw materials, and the rank X marked as limited risk.

VI. FINDINGS:

- Mostly 30 % of the respondents are belongs to above 50 years.
- Majority 60% of the respondents are belongs to Male.
- Mostly 40% of the respondents are belongs to Graduate.
- Majority 55% of the respondents had a experience of 10 – 15 years in the powerloom industry.
- Majority 60% of the respondents are living in Urban areas.
- Majority 65% of the respondents are belongs to Nuclear Family.
- Mostly 40% of the respondents are having 8 – 10 looms.
- Majority 70% of the respondents are running their business as sole proprietorship.
- Majority 60% of the respondents are first generation entrepreneurs.
- Majority 50% of the respondents has raised funds from the bank.
- Majority 50% of the respondents having the registered capital of 10 – 15 lakhs.
- Majority 50% of the respondents producing the capacity of above 350 meters.
- Majority 75% of the respondents using manual mode to start a machine.
- Mostly 45% of the respondents have above 15 employees working in their powerloom unit.
- Majority 55% of the respondents are getting weekly wages in their powerloom unit.
- Mostly 40% of the respondents are selling their products locally.
- Mostly 45% of the respondents are selling their products to the cooperatives.
- Mostly 40% of the respondent's yearly turnover is about 15 – 20 lakhs respectively.
- Mostly of the respondents ranked I for market facility.

VII. SUGGESTIONS:

From the observations made during the study and from the opinions of the powerloom weavers, the following suggestions are made to the powerloom sector of cotton textile industry.

- The government need to maximize employment opportunities for weavers by establishing cooperative powerloom associations that offer fair conversion fees.
- Wages should be allocated on the basis of the potential capacity of the employees.
- The government should bring schemes for the weavers in order to raise capital and funds, also to meet their credit requirements such as investment loans, working capital etc.
- The co-operatives government should reduce commission rate in order to increase the profit margin of the weavers.
- The government should provide effective subsidies for the powerloom sector in order to enhance their development.

VIII. CONCLUSION:

As we know that clothes are the one of three essential things for the survival of the human being. The Sulur taluk's weavers have numerous challenges in managing the entire cotton clothing producing industry. However, both in India and throughout the world, there remains a great need for woven fabrics. The weavers have the ability to grow their business to enormous heights. And they are working really hardto achieve this state of goal. The real supporting of the government is crucial to the efficient operation of powerloom businesses.

The current study will contribute to a better awareness of the powerloom sector's dominant expansion in India. Additionally, it provides a general overview of the small-scale powerloom units and their issue is also provided. Policymakers

would be able to use this information to create policies that are appropriate for the expanding powerloom industry.

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