A STUDY OF MARKETING STRATEGIES OF HANDLOOM WEAVERS*
COOPERATIVE SOCIETIES IN TAMILNADU

A. Schedule for the Sample PWCSs

General Information:
1. Maine and address of your society:
2. Your designation:
3. Are you a regular employee/Government Officer on deputation?
4. Period of your service with the society.
5. State the functions of the society:

Procurement and Distribution of necessary Weaving Inputs.
1. What are the types of yarn and other raw materials procured by the society?
2. Does, the society procure yarn from the open market? Yes/No
   If yes,
3. To what extent? (Percentage to total annual purchase)
4. State the reasons for buying from the open market:
Hov does the society assess raw material requirements for an item of textile to be loomed by a member?
What are the "Product Specification Instructions' given to members while supplying yarn to them?
Does the society encourage members to produce textiles on their own design?

Yes/No
If yes,
State reasons:
On what security/terms raw materials are supplied to members?
How many days does the society allow a member to complete production of an item of textile?

eightment of Finished Products from members
While accepting finished products from members, Does the society verify the product against "Product Specification Instructions' Issued to them?

Yes/No
If no,
State reasons.
4. Marketing Strategies of the Society

4.1. Organisation for Marketing

1. Does the society have separate department /section for marketing? 
   Yes/No

   If no,

2. State reasons.

3. Who is looking after the marketing functions of the society? Give details.

4. If there is separate department for marketing, on what basis is it structured?

5. What are the duties and responsibilities of marketing department / section personnel of the society?

6. Are the procedure to be followed for directing, communicating, counselling etc., in the marketing department / section clearly laid down? 
   Yes/No

   If no,

7. State reasons:
4.2. Sales Estimation

1. Does the society estimate demand for its products?
   Yea/No
   If no,
   2. State reasons.
   3. How does the society estimate demand at various levels? State in detail.

4.3. Marketing Objectives

1. Does the society have marketing objectives?
   Yes/No
   If yes,
   2. State the objectives.
   3. While determining marketing objectives what are the factors considered by the society?
   4. If no, state reasons.

4.4. Product Strategy

1. What are the items/varieties of textiles produced by the society?
2. What are the factors considered in making product line decisions?
3. What are the varieties of products newly taken up for production by the society during the last five years and also state their target market? (type of users).

4. What are the product varieties discontinued from production during the last five years and state reasons for dropping them?

5. Are the varieties in a product item different significantly from one another?
   Yes/No

6. Is there any product line completely stopped from production?
   Yes/No
   If yes,

7. State what are they and state reasons?

8. Does the society have "Brand' name for its products?
   Yes/No
   If no,

   If yes,

10. Does the society associate its "Brand' with quality?
    Yes/No
    If yes,
11. What does the Brand of the society convey about; quality of the product?

12. How does the society manage 'Brand - Quality' of its products?

4.5. Product Development and Design

1. Does the society identify the end users of its products?
   
   Yes/No

   If yes,

2. Who are they?

3. What approaches were adopted for such identification?

4. Has the society identified their tastes and preferences?
   
   Yes/No

   If yes,

5. Does the society know about its consumers especially on the following?

   a) Expected volume of purchase    Yes/No
   b) Expected features of product    Yes/No
   c) Place of purchase                Yes/No
   d) Time of purchase                Yes/No
   e) Buyer's psychological factors   Yes/No
f) Expected price/quality of the product  Yes/No

6. Does the society have a department/eell for product design and development?  Yes/No

If yes,

7. What new products / varieties have been innovat ed?

8. Has the society evolved product specification for new products ?  Yes/No

If yes,

9. On what basis product specifications have been evolved ?  

If no,

10. From whom does the society obtain product specifications ?

11. Has the society improved/modified the existing products ?  Yes/No

If yes,
12. What types of improvement were made?

4.6 Pricing Strategies

1. On what basis does the society fix price for its different product varieties?
2. What are the factors determining the society's pricing strategy?
3. Did the society initiate price change ever?

   Yes/No

   If yes,

4. When and under what circumstances, price increase or/and price cut measures are initiated by the society?

   State in detail.

5. Specify the product varieties for which price cut or/and price increase measures are initiated?

6. When the competitor(s) of the society initiate price change measures, how does the society respond?

7. Does product price convey about its quality?

   Yes/No
S. Does price subsidy available for all varieties of products from the government'? Yea/Wo
If no,
9. State the varieties for which price subsidy is availed?
10. When and under what circumstances, price subsidy is available?

4.7. Promotion Strategies
1. Does the society, communicate to promote market for its products? Yes/No
If yes,
2. To whom does the society communicate?
3. What does the society seek by way of communication?
Specify:
4. What modes of communication are adopted by the society for market promotion communication?

5. If Advertising is done,
i) What are the media adopted? Specify
ii) On what basis does the society select media for advertisement?
iii) On what basis the advertisement expenditure/budget is determined?
iv) What are the advertisement media used throughout the year regularly?

6. **If Publicity is done,**
   1) What are the ways adopted for publicity?
   2) On what basis the publicity expenditure/budget is determined?

7. Does the society participate with Cooptex for its advertisement?  
   Yes/No

   If yes,


9. If the society participates/encourages its intermediaries (wholesalers and retailers) for advertisement: State how and on what basis it participates/encourages?

10. Does the society sponsor programme for its publicity?
     Yes/No

   If yea,

11. What are the nature and type of programmes sponsored by the society? Specify in detail.

12. **Sales Promotion, if any**
    
    i) Does the society adopt following tools for its sales promotion?
A. To Direct Consumers

a. Cash rebate
   Yes/Mo
b. Free goods
   Yes/Mo
c. Coupons
   Yes/Wo
d. Prize pack
   Yes/No
e. Push money
   Yes/Mo
f. Psychological discounting price
   Yes/No
g. Guarantee on product features
   Yes/No
h. Credit sale
   Yes/No
i. Honouring sales return
   Yes/Mo
j. Others if any, specify.

B. To Traders

a. Trading stamps
   Yes/No
b. Point of discount on purchase
   Yes/No
c. Cash discount
   Yes/No
d. Quantity discount
   Yes/No
e. Merchandise allowance
   Yes/No
f. Advertising allowances
   Yes/No
g. Free goods
   Yes/No
h. Credit sales
   Yes/Wo
i. Honouring sales return
   Yes/No
j. Any other, specify
13. Does the society undertake sales promotion activities throughout the year? Yes/No


15. How does the society decide the duration of sales promotion?

16. On what conditions, sales promotion incentives are offered to. (State in detail)
   i) Consumers:
   ii) Traders:

17. Exhibition/Fair/Trade showrooms, If any
   Give details on where, when and how many times did the society participate in the Exhibition/Fairs/Trade showrooms, etc. during the past five years?

18. If the society has salesman (Sales Force),
   i) How does the society select and recruit its sales personnel? (State in detail)
   ii) Does the society give sales orientation to salesman?
       Yes/No

       If yes,
       iii) How is it given?
           a) Part time salesman
           b) Full time salesman
Does the society undertake sales promotion activities throughout the year? Yes/No
State reasons.

How does the society decide the duration of sales promotion?

On what conditions, sales promotion incentives are offered to. (State in detail)
  i) Consumers:
  ii) Traders:

Exhibition/Fairs/Trade showrooms, if any

Give details on where, when and how many times did the society participate in the Exhibition/Fairs/Trade showrooms, etc. during the past five years?

If the society has salesman(sales Force),
  i) How does the society select and recruit its sales personnel? (State in detail)
  ii) Does the society give sales orientation to salesman?
      Yes/No

      If yes,
  iii) How is it given?
       a) Part time salesman
       b) Full time salesman
iv) If salary is paid, how much is paid per month?

**Total emolument:** Per- month (Rs)

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<th>Minimum</th>
<th>Maximum</th>
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v) If commission is paid, on what basis it is paid?

vi) Does the society motivate its salesmen (Sales force) for better performance?

Yes/No

If yes,

vii) State in detail

viii) How does the society determine the size of sales force?

lx) During pongal / deepawali (seasonal sales) is the society in need of additional selling hands? If it is so, how does the society solve it? State in detail.

4.8. Distribution Channel

1. Does the society sell directly to consumers?

Yes/No

If yes,
2. Has the society divided its ultimate consumers into different groups? Yes/No
   If no,
3. State reasons.
   If yes,
4. Does the society sell its products to all groups of consumers? Yes/No
   If no,
5. To which group(s) of consumers, does the society sell?
   Specify:
6. State reasons:
7. Does the society sell a given variety of product at different prices in different markets? Yea/No
   If yea,
8. State the reasons.
9. Does the society sell a given variety of product at different prices in a given market?
   i) To different groups of consumers Yes/No
   ii) At different time periods Yes/No
   If answer is 'Yes' to the sub question(9.1^
10. State the reasons.

If answer is 'Yes' to the second sub question(9.ii)

11. State the reasons.

12. If the society sells its products to Cooptex,
   i) Does the Cooptex procure "order based products" alone? Yes/No
   If no,
   11) Under what circumstances "non order based products" are procured by the Cooptex? State In detail.
   iii) Does the Cooptex sell products on the society's brand? Yes/No
       If yes,

13. Does the society sell to intermediaries of:
   i) Wholesalers Yes/No
   ii) Retailers Yes/No
   iii) Cooperative Institutions Yes/No

14. If it sells to Wholesalers,
   1) What are the factors about wholesalers considered by the society? State in detail
ii) What are the terms and conditions on which sales are made to wholesalers?

iii) How and in what ways, wholesalers are motivated by the society? State the details.

15. If the society sells to Retailers,

i) What are the factors about Retailers considered by the society?

ii) What are the terms and conditions on which sales are made to retailers? State in detail.

iii) How and in what ways, retailers are motivated?

16. If it sells to Cooperative Institutions,

i) What are the factors about Cooperative Institutions considered by the society?

ii) What are the terms and conditions on which sales are made to them?

iii) How and in what ways, they are motivated?
1. Background Information

1.1 Name and address of the society.
1.2 Date of Registration
1.3 Type of society
1.4 Membership (for 5 years from 1984-85 to 1988-89):
1.5 Capital structure (for 5 years from 1984-85 to 1988-89)
1.6 Organisation Chart

2. Production Facilities

Nature and type of facilities possessed for post looming and pre looming operations.

3. Production

3.1 Looms covered - number and type of looms
   (for 5 years from 1984-85 to 1988-89)
3.2 Looms utilisation- Number and type of looms operated in a year.(for 5 years from 1984-85 to 1988-89)
3.3 Production of fabrics-actual production, itemwise
   (for 5 years from 1984-85 to 1988-89)
3.4 Procurement of yarn—Variety wise and sources of procurement (for 5 years from 1984-85 to 1988-89)

4. Marketing

4.1 Procurement of fabrics from members—iterowise
   (for 5 years from 1984-85 to 1988-89)
4.2 Sale of fabrics—under direct and Indirect channels
   (for 5 years from 1984-85 to 1988-89)
4.3 Details on retail showrooms: type of showrooms, number of showrooms opened and closed.
   (for 5 years from 1984-85 to 1988-89)
4.4 Seasonwise sale: mode of sale—rebate and non-rebate sale of fabrics (for 5 years from 1984-85 to 1988-89)
4.5 Data on cost of marketing—expenditure on product design development, direct and indirect channel costs, advertisement and promotion.
   (for 5 years from 1984-85 to 1988-89)

5. Finished Goods Stock

   Itemwise, agewise stock of finished stock
   (for 5 years from 1984-85 to 1988-89)
C. Schedule for the Cooptex

General Information

1.1 Name of the personnel
1.2 Designation
1.3 Name and address of the society
1.4 Purpose of its organisation
1.5 What are the main functions.

Organising and Development of Human Resources

2.1 On what basis the human resources of the Cooptex are structured/organised? State in detail.
2.2 What is the staffing pattern of the organisation?
2.3 How does the Cooptex motivate its employees for their better performance? State in detail.
2.4 Does the Cooptex evaluate the performance of its employees regularly? Yes/No
   If yes,
   2.5 How does it evaluate? State in detail.
   If no,
2.6 State reasons.
2.7 Does the Cooptex have organisational manual? Yes/No
2.8 Does the Cooptex have 'standard practice Instruction' for uniform practice of its operations? Yes/No

2.9 Does the society have separate department/section for marketing.? Yes/No

If yes,

2.10 Who is looking after the marketing functions of the society? Yes/No

III. Procurement and Distribution of Inputs to PUCSs

3.1 Does the society estimate yarn (cotton, poly, silk, and art silk etc.) requirements of PUCSs? Yes/No

If yes,

3.2 How does the society estimate it? State in detail.

3.3 From whom does the society procure yarn?

3.4 If it procures from the open market, State reasons.

3.5 In times of yarn shortage, how does it solve the problem?

3.6 What are other materials besides yarn, supplied to PUCSs?

3.7 What is the organisational machinery/setup for distributing yarn and other required materials to PUCSs?

State in detail.
3.8 How and on what basis does the society distribute yarn and other materials to PUCSs?

3.9 Whether distribution of yarn and other raw materials by the Cooptex has a binding effect to procure the finished goods from PUCSs? Yes/No
If no,

3.10 State reasons.

3.11 Does the Cooptex issue 'product specification instructions' to member societies? Yes/No

3.12 Does the society insist 'date of delivery' of finished products by the PWCSs? Yes/No
If no,

3.13 State reasons.
If yes,

3.14 What are the factors considered while determining the 'delivery date' to be insisted upon PUCSs?

3.15 Does the Cooptex insist on its purchase price for products that are to be loomed by PUCSs? Yes/No
If yes,

3.16 How does it determine its purchase price for various product varieties? State in detail.
If no,

3.17 State reasons.
3. IS What are the problems in the procurement and distribution of yarn to PUCSs?

**Procurement of Finished Products of PUCSs**

4.1 Does the Cooptex estimate procurement target?
   Yes/No

4.2 On what method procurement target is estimated'?
   State in detail.

4.3 What are the factors considered while estimating procurement targets?

4.4 Does the society supervise in-process products of the PUCSs?
   Yea/No
   If yes,

4.5 How are they organised?

4.6 Does the Cooptex verify products against "Product Specification Instructions' while procuring textiles from PUCSs?
   Yes/No
   If no,

4.7 State reasons.

4.8 To what extent does the Cooptex consider the norms on product specification etc?
4.9 Does the Cooptex procure textiles of 'non order-based production' of PUCSs? Yea/No
   If yes,

4.10 State reasons.

4.11 And what are the factors considered while lifting such products from PUCSs?

4.12 Where does the Cooptex store textiles? State in detail.

4.13 How and on what basis is it done?

4.14 What are the factors impeding the procurement target estimation of textiles?

4.15 What are the problems in exercising 'Quality-Control' of products?

V. Product Development and Design

5.1 Does the Cooptex Identify the end users of its products (target markets)? Yea/No
   If yea,

5.2 Who are they?

5.3 How they are identified?

5.4 Have the needs and preferences of each target market been identified? Yea/No
   If yes,
5.5 Does the Cooptex know about its consumers especially on the following:

   a. Expected volume of purchase Yea/No
   b. Expected features of product Yes/No
   c. Place of purchase Yes/No
   d. Time of purchase Yes/Mo
   e. Buyers psychological factors Yes/No
   f. Expected price/quality of the product Yes/Mo
   g. Preferred mode of purchase Yes/No
   h. Influential factors of buying decision of consumers Yes/No
   i. Other specify Yes/No

5.6 How have they been identified?

5.7 Has the society stopped production of any product items(s) during five years? Yes/No
   If yes,

5.8 What are those items?

5.9 State reasons for dropping them?

5.10 Does the Cooptex take up production of varieties in addition to the existing product item? Yes/No
   If yes,

5.11 Specify the varieties added with the existing product line?
5.12 New Product and Development Cell

1. Has the Cooptex innovated new product during the last ten years?  
   Yes/No

   If yes,

2. What are they?

3. Has the Cooptex own product design and development centres?  
   Yes/No

   If yea,

4. State in detail

   Place where located   New product innovated

5. Does the Cooptex acquire new product concepts?  
   Yes/No

   If yes,

6. Furnish in detail

   Concepts          Source

7. What is the organisation machinery setup for product development?
8. What are the factors considered while developing new products by the Cooptex?

5.13 Branding

1. Does the Cooptex have brand name for all the products'? Yes/No

   If no,

2. Specify the product for which branding is not made?

3. Does the Cooptex associate its brand with quality? Yes/No

   If yes,

4. What does the brand of the Cooptex convey about quality of products?

5. Does the Cooptex take any measure to maintain its brand quality attributes? Yes/No

   If yes,

6. What are the measures taken up so far? State in detail.
5.14 Problems Faced

1. What are the problems in identifying the target market (end users)?
2. What are the difficulties in identifying the taste and preference of the target markets?
3. What are the problems in developing new products?

VI. Marketing

6.1 Marketing Objectives

1. Does the society have marketing objectives?
   Yes/No
   If yes,
   2. State the objectives
   3. What are the factors considered while determining marketing objectives?

6.2 Demand Estimation and Measurement

1. Does the CoopTex estimate demand for its products?
   Yes/No
   If no,
   2. State reasons:
3. How does the society estimate demand at various levels? state in detail.

6.3 Pricing

1. What are the factors considered while fixing price for products? State in detail.

2. What is (are) the method(s) followed for price fixation?

3. Does the price of a product convey about quality?
   Yes/No
   If yes,

4. What does it convey?

5. Did the society initiate price change ever?
   Yes/No
   If yes,

6. When and under what circumstances, price increase or /and price cut measures are initiated? State in detail.

7. Specify the product varieties for- which price cut or/ and price increase measures are initiated:
8. Does the society fix price below the cost price for the product(s)?
   Yes/No

If yes,

9. Specify the varieties:

10. State the reasons and circumstances under which pricing is adopted?

11. When the competitors initiate price change measures, how does the society respond?

12. Does the Cooptex sell a given variety of product at different prices in different markets?
   Yes/No

If yes,

13. State the reasons.

14. Does the society sell a given variety of product at different prices in a given market?
   Yes/No

15. State reasons.

16. Does price subsidy available for all varieties of products?
   Yes/No

If no,

17. State the varieties for which price subsidy is availed?
6.4 Distribution Channel

1. Does the society sell directly to consumers?
   Yes/No

   If yes,

2. If the society has own retail outlets, furnish details

   S. No     Location     Type of showroom

3. What are the precautions taken up by the Cooptex to minimise over stocking of textiles by its retail outlets?

4. What are the steps taken up by the Cooptex to avoid "lost sale" (understocking) by its retail outlets?

5. Does the Cooptex sell to intermediaries of:
   i. wholesalers    Yes/No
   II. Retailers     Yes/No
   III. Cooperative institutions    Yes/No
6. If it sells to wholesalers,
   i. What are the factors about wholesalers considered by the Cooptex? State in detail
   ii. What are the terms and conditions on which sales are made to wholesalers?
   iii. How and in what ways, wholesalers are motivated by the Cooptex? State in detail.

7. If it sells to retailers,
   i. What are the factors about retailers considered by the Cooptex?
   ii. What are the terms and conditions on which sales are made to retailers?
   iii. How and in what ways, they are motivated?

8. If it sells to Cooperative Institutions,
   i. What are the factors about cooperative institutions considered?
   ii. What are the terms and conditions on which sales are made to them?
   iii. How and in what ways, they are motivated?

6.5. Problems

1. While estimating demand for the products, what are the problems faced?
2. What are the problems involved while determining prices for its products?
3. What type of problems faced from competitors?
4. What are the problems faced from wholesalers?
5. What are the problems faced from retailers?

6.6. Export Trade

1. Where are the markets for its products in foreign countries?
2. Who are the target markets?
3. Have the needs and tastes of the target markets identified? Yes/No
   If yes,
4. How are they identified?
5. How does the Cooptex estimate demand for its products in foreign markets?
6. What are the product varieties having demand in those markets? State.
7. Are those varieties produced "on order"? Yes/No
8. From whom such orders are received? State in detail.
9. If it sells directly to ultimate consumers; how are they reached?
10. Does the society take action for international market promotion? Yes/No


12. State the constraints faced by the society in Export marketing?

13. What are the measures taken for overcoming such problems? State in detail.

6.7. Advertisement, Publicity, Propaganda – Sales Promotion

1. Does the society communicate to promote market for its products? Yes/No

   If yes,

2. What does the society seek by way of communication? Specify.

3. What modes of communication are adopted by the society?
   a. Advertising Yes/No
   b. Publicity Yes/No
   c. Propaganda Yes/No
   d. Others if any, specify.

4. If advertising is done,
   i. What are the media adopted? Specify
ii. On what basis does the society select media for advertising?

iii. What are the advertisement media used throughout the year?

iv. On what basis the advertisement expenditure/budget is determined? State in detail.

5. If publicity is done,

   i. What are the ways adopted for publicity?

   ii. On what basis the publicity expenditure/budget is determined? State in detail.

6. Does the society participate/encourage its intermediaries (wholesalers and retailers) for advertisement? Yes/No

   If yes,


8. Does the society sponsor programme for its publicity? Yes/No

   If yes,

9. What are the nature and type of programmes sponsored by the society? Specify in detail.

10. Sales promotion, if any

    i. What are the sales promotion tools of the society? Specify.
ii. Does the society do sales promotion activity throughout the year? Yes/No
   If no,

iii. State reasons,

iv. How does the society decide the duration of sales promotion?

v. If only a few items of sales promotion tools are adopted throughout the year, specify what are they?

vi. State reasons,


viii. On what basis sales promotion incentives are offered to:
   a. Consumers
   b. Traders.

11. Exhibition, Fairs/Trade Showrooms, if any
   i. Give details on where, when and how many times did the society participate in the Exhibition/Fairs/Trade Showrooms etc., during the past five years?
12. If the society has salesman (sales force),
   i. How does the society select and recruit its sales personnel? State in detail,
   ii. Does the society give sales orientation to salesman?
      If yes,
   iii. How is it given?
      a. Part time salesman
      b. Full time salesmen
   iv. If salary is paid, how much is paid per month?
      Total emolument-Maximum Rs.______ per month
      Minimum Rs.______ per month
   v. If commission is paid, on what basis is it paid?
   vi. Does the society motivate its salesmen (Sales force) for better performance?
      Yes/No
      If yes,
   vli. In what ways? Specify,
   vlii. How does the society determine the size of sales force?
ix. During Pongal/Deepavali (Seasonal Sales) is the society in need of additional selling hands? If it is so, then How does the society solve it? State in detail.

6.8. Problems in the Adoption of Marketing Strategies

1. Product Strategies
2. Price Strategies
3. Promotion Strategies
4. Distribution Strategies

D. Data sheet for the Cooptex

1. Membership position (for five years from 1984 - 85 to 1988 - 89)
2. Capital structure:
   (For five years from 1984 - 85 to 1988 - 89)
3. Business result:
   (For five years from 1984 - 85 to 1988 - 89)
4. Particulars on looms coverage:
   (For five years from 1984 - 85 to 1988 - 89)
5. Yarn procurement – variety wise and sources and procurement (for five years from 1984-85 to 1988-89)
6. Distribution of yarn to PUCSs – variety wise
   (For five years from 1984 - 85 to 1988 - 89)
7. Procurement of Inputs including spare parts
   Materials itemwise, source wise.
   (For five years from 1984 - 85 to 1988 - 89)
8. Distribution of materials including spare parts to
   PUCSs (For five years from 1984 - 85 to 1988 - 89)
9. Value of procurement of textiles - itemwise, region
   wise (For five years from 1984 - 85 to 1988 - 89)
10. Sale of Textiles : (Variety and Region wise through
    depots, and exhibition) (For five years from 1984 -
    85 to 1988 - 89)
11. Sale of Textiles: Under direct and indirect channels
    (For five years from 1984 - 85 to 1988 - 89)
12. Sale of Textiles: In Madras city, inside Tamilnadu,
    and outside the state - variety wise
    (For five years from 1984 - 85 to 1988 - 89)
13. Sale of textiles: (Varietywise, countrywise export
    (For five years from 1984 - 85 to 1988 - 89)
14. Sale of textiles: Variety wise, during seasons and
    non-seasonal periods
    (For five years from 1984 - 85 to 1988 - 89)
15. Sale of Textiles: Variety wise - cash and credit
    sale, region wise (For five years from 1984 - 85 to
    1988 - 89)
16. Expenditure on Product Design and Development: (For five years from 1984 - 35 to 1988 - 89)
17. Cost of Direct Sale (For five years from 1984 - 85 to 1988 - 89)
18. Cost of Indirect Sale (For five years from 1984 - 85 to 1988 - 89)
19. Cost of Export Business: (For five years from 1984 - 85 to 1988 - 89)
20. Expenditure on Advertisement: - Regular and seasonal days (For five years from 1984 - 85 to 1988 - 89)
21. Expenditure on Publicity/Propaganda: Mediawise, regionwise (For five years from 1984-85 to 1988-89)
22. Expenditure on Sales Promotion: various tools wise (For five years from 1984 - 85 to 1988 - 89)
23. Size of Sales Force: Regionwise, part time and full time salesmen. (For five years from 1984 - 85 to 1988 - 89)
### Share Capital of the Complex

(Rs. in lakhs)

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<th>Year</th>
<th>PMCS</th>
<th>Govt. -ment</th>
<th>Spinning</th>
<th>Other</th>
<th>'B' Class Members</th>
<th>Total Share Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984-85</td>
<td>16.25</td>
<td>156.62</td>
<td>2.48</td>
<td>1.14</td>
<td>0.10</td>
<td>1626.62</td>
</tr>
<tr>
<td></td>
<td>(7.15)</td>
<td>(92.62)</td>
<td>(0.15)</td>
<td>(0.07)</td>
<td>(0.01)</td>
<td>(100)</td>
</tr>
<tr>
<td>1985-86</td>
<td>16.30</td>
<td>175.63</td>
<td>2.48</td>
<td>1.14</td>
<td>0.10</td>
<td>1876.65</td>
</tr>
<tr>
<td></td>
<td>(6.20)</td>
<td>(93.60)</td>
<td>(0.15)</td>
<td>(0.06)</td>
<td>(0.01)</td>
<td>(100)</td>
</tr>
<tr>
<td>1986-87</td>
<td>15.87</td>
<td>195.57</td>
<td>2.48</td>
<td>1.14</td>
<td>0.10</td>
<td>2085.16</td>
</tr>
<tr>
<td></td>
<td>(5.56)</td>
<td>(94.52)</td>
<td>(0.12)</td>
<td>(0.05)</td>
<td>(0.01)</td>
<td>(100)</td>
</tr>
<tr>
<td>1987-88</td>
<td>15.87</td>
<td>2065.63</td>
<td>2.48</td>
<td>1.14</td>
<td>0.10</td>
<td>2185.22</td>
</tr>
<tr>
<td></td>
<td>(5.30)</td>
<td>(94.52)</td>
<td>(0.12)</td>
<td>(0.05)</td>
<td>(0.01)</td>
<td>(100)</td>
</tr>
<tr>
<td>1988-89</td>
<td>15.22</td>
<td>2065.63</td>
<td>2.48</td>
<td>1.14</td>
<td>0.10</td>
<td>2184.57</td>
</tr>
<tr>
<td></td>
<td>(5.27)</td>
<td>(94.52)</td>
<td>(0.11)</td>
<td>(0.05)</td>
<td>(0.01)</td>
<td>(100)</td>
</tr>
</tbody>
</table>

| Annual Average | 15.91 | 1872.02 | 2.47 | 1.14 | 0.10 | 1991.64 |
|                | (5.82) | (93.99) | (0.12) | (0.06) | (0.01) | (100) |

Figures in parentheses indicate percentages to row total.
### APPENDIX 2.02

**Esports Trade of IIS Esaptes: Product Sreaprise**

(Rs. in lakh)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shirlings</td>
<td>27.95</td>
<td>1.79</td>
<td>7.30</td>
<td>7.56</td>
<td>21.62</td>
</tr>
<tr>
<td></td>
<td>(53.42)</td>
<td>(9.45)</td>
<td>(22.40)</td>
<td>(17.57)</td>
<td>(23.89)</td>
</tr>
<tr>
<td>Furnishings</td>
<td>7.36</td>
<td>2.50</td>
<td>3.04</td>
<td>12.16</td>
<td>10.84</td>
</tr>
<tr>
<td></td>
<td>(44.38)</td>
<td>(43.20)</td>
<td>(9.46)</td>
<td>(23.61)</td>
<td>(14.68)</td>
</tr>
<tr>
<td>Made-ups</td>
<td>0.13</td>
<td>1.51</td>
<td>17.33</td>
<td>20.47</td>
<td>34.27</td>
</tr>
<tr>
<td></td>
<td>(0.25)</td>
<td>(7.97)</td>
<td>(53.90)</td>
<td>(47.57)</td>
<td>(45.79)</td>
</tr>
<tr>
<td>Silk Varieties</td>
<td>2.79</td>
<td>0.35</td>
<td>0.08</td>
<td>0.29</td>
<td>1.49</td>
</tr>
<tr>
<td></td>
<td>(5.45)</td>
<td>(1.65)</td>
<td>(0.25)</td>
<td>(0.67)</td>
<td>(2.26)</td>
</tr>
<tr>
<td>Turkey/Toa Towel, 12.96</td>
<td>12.79</td>
<td>4.50</td>
<td>4.55</td>
<td>6.42</td>
<td>4.24</td>
</tr>
<tr>
<td>Table cloth,  (25.32)</td>
<td>(27.52)</td>
<td>(13.99)</td>
<td>(10.57)</td>
<td>(8.58)</td>
<td>(18.71)</td>
</tr>
<tr>
<td>Bed spread</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>51.19</td>
<td>18.94</td>
<td>32.15</td>
<td>43.03</td>
<td>74.84</td>
</tr>
<tr>
<td></td>
<td>(100)</td>
<td>(100)</td>
<td>(100)</td>
<td>(100)</td>
<td>(100)</td>
</tr>
</tbody>
</table>

Figures in parentheses indicate percentages to Column total.

**CGR** - Compound Growth Rate
APPENDIX 2.03

Unsold Stock of the Cooptex - Product Groupwise

(as on 30 th June) Retail Price Value

(Rs. in lakh)

<table>
<thead>
<tr>
<th>Year</th>
<th>Silk</th>
<th>Janatha</th>
<th>Polyester</th>
<th>Cotton</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984-85</td>
<td>641.42</td>
<td>659.33</td>
<td>2149.99</td>
<td>3900.26</td>
<td>7351.00</td>
</tr>
<tr>
<td></td>
<td>(8.73)</td>
<td>(9.00)</td>
<td>(29.25)</td>
<td>(53.06)</td>
<td>(100)</td>
</tr>
<tr>
<td>1985-86</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>7425.00</td>
</tr>
<tr>
<td>1986-87</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>8703.00</td>
</tr>
<tr>
<td>1987-88</td>
<td>1339.03</td>
<td>3862.70</td>
<td>-</td>
<td>4193.22</td>
<td>9345.00</td>
</tr>
<tr>
<td></td>
<td>(14.33)</td>
<td>(41.33)</td>
<td></td>
<td>(44.87)</td>
<td>(100)</td>
</tr>
<tr>
<td>1988-89</td>
<td>1927.45</td>
<td>1817.05</td>
<td>2882.29</td>
<td>3983.77</td>
<td>10605.00</td>
</tr>
<tr>
<td></td>
<td>(18.54)</td>
<td>(17.48)</td>
<td>(27.73)</td>
<td>(38.32)</td>
<td>(100)</td>
</tr>
</tbody>
</table>

 Compound Growth Rate 24.61 22.47 6.03 0.42 7.60

NA-not available
Figures in parentheses indicate per-centages to row total.
APPENDIX 2.04

Product Groupwise Sales in the Cooptex

(in 000' metres)

<table>
<thead>
<tr>
<th>Year</th>
<th>Janatha/ susman cloth varieties</th>
<th>Non-Janatha/ susman cloth varieties</th>
<th>Total sales (1) + (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985-86</td>
<td>12066</td>
<td>34911</td>
<td>46977</td>
</tr>
<tr>
<td></td>
<td>(25.68)</td>
<td>(74.32)</td>
<td>(100)</td>
</tr>
<tr>
<td>1986-87</td>
<td>25764</td>
<td>25556</td>
<td>51320</td>
</tr>
<tr>
<td></td>
<td>(50.20)</td>
<td>(49.80)</td>
<td>(100)</td>
</tr>
<tr>
<td>1987-88</td>
<td>48161</td>
<td>26683</td>
<td>74844</td>
</tr>
<tr>
<td></td>
<td>(64.35)</td>
<td>(35.65)</td>
<td>(100)</td>
</tr>
<tr>
<td>1988-89</td>
<td>16917</td>
<td>24482</td>
<td>41399</td>
</tr>
<tr>
<td></td>
<td>(40.86)</td>
<td>(59.14)</td>
<td>(100)</td>
</tr>
<tr>
<td>1989-90</td>
<td>57261</td>
<td>27111</td>
<td>84372</td>
</tr>
<tr>
<td></td>
<td>(67.87)</td>
<td>(32.13)</td>
<td>(100)</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>31973</td>
<td>27809</td>
<td>59782</td>
</tr>
<tr>
<td></td>
<td>(53.48)</td>
<td>(46.52)</td>
<td>(100)</td>
</tr>
</tbody>
</table>

Figures in parentheses indicate percentages to row total.
APPENDIX 2.05

Direct Channel Cost Effectiveness in PWCSs-
including Rebate allowed
(Average from 1984-85 to 1988-89)
(Rs.in thousand)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>PWCSs under Category</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>'B'</td>
</tr>
<tr>
<td></td>
<td>'C'</td>
</tr>
<tr>
<td>Direct channel sales</td>
<td>1725.28</td>
</tr>
<tr>
<td></td>
<td>717.80</td>
</tr>
<tr>
<td>Direct channel cost including rebate allowed</td>
<td>765.10</td>
</tr>
<tr>
<td></td>
<td>171.99</td>
</tr>
<tr>
<td>Cost effectiveness (in percentage)</td>
<td>44.35</td>
</tr>
<tr>
<td></td>
<td>23.96</td>
</tr>
<tr>
<td>Cost effectiveness- excluding rebate allowed (as given in table 7.09 &amp; 7.10)</td>
<td>24.27</td>
</tr>
<tr>
<td></td>
<td>3.83</td>
</tr>
</tbody>
</table>
### Direct Channel Cost Effectiveness in the Coopex— including Rebate

(Rs. in lakh)

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct Channel Sales</th>
<th>Direct Channel cost including Rebate allowed</th>
<th>Cost effectiveness (in percentage)</th>
<th>Cost effectiveness excluding rebate (in %) (as given in Table 7.07)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984-85</td>
<td>8960.79</td>
<td>3555.80</td>
<td>39.72</td>
<td>27.64</td>
</tr>
<tr>
<td>1985-86</td>
<td>9736.50</td>
<td>4057.55</td>
<td>41.67</td>
<td>30.67</td>
</tr>
<tr>
<td>1986-87</td>
<td>9073.70</td>
<td>3784.86</td>
<td>41.71</td>
<td>30.37</td>
</tr>
<tr>
<td>1987-88</td>
<td>10046.90</td>
<td>3995.82</td>
<td>39.17</td>
<td>28.58</td>
</tr>
<tr>
<td>1988-89</td>
<td>10190.85</td>
<td>4408.53</td>
<td>43.21</td>
<td>31.56</td>
</tr>
<tr>
<td>Average</td>
<td>9590.14</td>
<td>3949.57</td>
<td>41.18</td>
<td>29.80</td>
</tr>
</tbody>
</table>
APPENDIX III

LOCATIONAL DETAILS OF THE SAMPLE PUCS

I. Chinglepet District

1. CVM Annamalai Silk Weavers’ Cooperative Society, K.H. 52, Gandhi Road, Kancheepuram.
10. Anna Silk Weavers’ Cooperative Society, Kancheepuram.
II. Dindifiul Anna District

1. Thadieornbu Mahalaxnii, UCS DD.76, Thadieornbu, Dindigul.624 709.

2. Dindigul UCS A 1607, Railway Station Road, Nagal Nagar, Dindigul.624 003.


5. Anjugarn UCS M.H. 37, Mettupatti, Chinnalapatti. 624 301.

6. Kalaimagal UCS M.H.38, Mettupattl, Chinnalapatti. 624 301.

7. Gandhiji UCS M.H.43, Keelakottai, Chinnalapatti. 624 301.

8. Anna UCS M.H.41, Keelakottai, Chinnalapatti.624 301.


III. Kamarajar District

1. Aruppukottai UCS A.1252, Aruppukottai.

2. Aruppukottai Devangar WCS Q.227, Aruppukottai
5. Puliampatti WCS A.1364, Aruppukottai.
7. Thirunagaram Saliar UCS, Q.272, Aruppukottai.

IV. Kanyakumari District
1. Dhanumalaian UCS. Vadaserry, Nagercoil.
4. Asok UCS-Y.1, Vallalar Street, Krishnaneoil, Nagercoil.
8. Vadaserry UCS, 21S2, Vadasei-i-y, Nagercoil.

V.Periyar District


5. Gobichettipalayam Weavers' Cooperative Society, K.1171, Hanumantharayan koil street, Gobichettipalayani, Periyar District.


APPENDIX IV

CONSTITUTION OF THE BOARD OF MANAGEMENT OF THE COOPTEX

i) The Director of Handlooms and Textiles and the Registrar of Cooperative Societies of the State as ex-officio directors;

ii) Four Directors nominated by the Registrar of Cooperatives;

iii) Two Directors nominated by the TNSCB;

iv) Three Directors being the representatives of PUCSs elected by the Board of Directors for this purpose;

v) One Director representing Cooperative Spinning Mills holding not less than 50 'A' Class shares;

vi) Two Directors from among the following classes of members to be elected by the General Body:

   a) As many Directors as there are revenue Districts to represent the PUCSs in Tamilnadu have to be elected at the rate of one for each district where there are weavers' societies;

   b) One representative of Central Cooperative Bank holding not less than 20 "A" class shares each;

   c) One Person representing Individuals, institutions and cooperative societies other than Central Cooperative Banks and PUCSs holding not less than 20 "A" shares each; and

vii) The Managing Director (Ex-Officio).