CHAPTER III

ANALYSIS ON THE PRODUCTION PERFORMANCE OF THE KANYAKUMARI DISTRICT SARVODAYA SANGHS

3.1. INTRODUCTION
3.2. PRODUCTION PERFORMANCE IN TEXTILE PRODUCTS
3.3. PRODUCTION OF VARIOUS TEXTILE PRODUCTS
3.4. PRODUCTION PERFORMANCE IN NONTEXTILE PRODUCTS
3.5. PRODUCTION OF NONTEXTILE PRODUCTS
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CHAPTER III

3.1. INTRODUCTION

In this chapter the researcher analyses the production performance of the study units, namely, the Kanyakumari District Sarvodaya Sanghs. This analysis is carried out from the point of view of the total value and the break-up value of both textile and non-textile products. For analysing the data, the statistical tools such as percentage analysis, trend analysis, index number, arithmetic average, annual compound growth rate and time series analysis and the method of least squares have been used.

Small scale and cottage industries have an important role in India's industrial and economic development. Small scale and cottage industries create employment opportunities. Steps for development of small scale and cottage industries were initiated immediately after the Independence. For this purpose a Cottage Industries Board was set up in 1947. This was split up into the following three boards during the first five year plan:

- All India Handloom Board
- All India Handicrafts Board and
- All India Khadi and Village Industries Board

In addition, three more boards were set up, namely,

- The Small Scale Industries Board
The Coir Board and
The Central Skill Board

Thus, at the end of the first five year plan, there were a total of six boards covering the entire field of small scale and cottage industries. Due to scientific and technological developments, these boards help the artisans to develop their skills by conducting training programmes.

In the modern competitive world, technology is a resource of profound importance for the well being of a national economy and its subjects. The new modern economy is characterized by the following market conditions:

1. Over capacity of materials / goods / products and the products having ever decreasing life cycles.

2. The services that are sought or offered have increasing components of knowledge / intellectual content.

3. Market value is assessed more in terms of tangible assets like brand image and the like, as against physical image.

In March 2002, the Government launched the Textile Centre Infrastructure Development Scheme (TCIDS) for modernising infrastructure facilities at major textile centres of the country. All the States and Union territories have been requested to formulate and furnish project reports for bridging the critical gaps in the infrastructure at major centres which can be
considered for assistance under the scheme. In keeping with the liberalisation of the economy, a number of textile items listed among essential commodities have been deleted. Now, out of eleven items, only five are in the list of essential commodities. These are cotton and woollen textiles, cotton either ginned or unginned, cottonseeds, yarn made wholly from cotton, raw jute and jute textile. The Ministry of Textile has earmarked Rs. 100 crore for an one time special rebate on handloom fabrics to kickstart the employment intensive industry and revive its production cycle. An additional amount of Rs. 125 crore is to be spent on skill upgradationation of one lakh handloom weavers.

Khadi and Village Industries Commission planned to revive the modernisation activity by introducing improved technology. This led to the introduction of exclusive charkhas for muslin spinning based on ring spinning system. Production performance with regard to these khadi varieties has been analysed with the help of the secondary data collected from the Sarvodaya Sanghs.

The products of the Sarvodaya units are classified into two categories, viz, Textile and Non-Textile. Textile products include khadi, readymade, lape, carding tape, final tape, final sliver, N.M.C. yarn and khadi dyeing. Non-textile products include agmark honey, soap, steel and wooden furniture, brick, footwear, oil, candle, javathu and agarbathi. The production performance of the study units with regard to these two types of products has been analysed.
3.2. PRODUCTION PERFORMANCE OF TEXTILE PRODUCTS

The study units and their branches produce textile products like khadi, readymade, lape, carding tape, final tape, final sliver, N.M.C. Yarn and khadi dyeing. Textile products form 81.31 percent and 71.96 percent of total products produced by the Kanyakumari Sarvodaya Sangh and the Eraniel Sarvodaya Sangh respectively.

Table 3.1 highlights the production performance of the Kanyakumari District Sarvodaya Sanghs in textile products.
### Table 3.1

**Production Performance of the Kanyakumari District Sarvodaya Sanghs in Textile Products from 1994-1995 to 2003-2004**

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eranel Sarvodaya Sangh</th>
<th>Source: Annual Reports of the study units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total Products (Rs.)</td>
<td>Textile products (Rs.)</td>
<td>Percentage of increase or decrease to previous year</td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>17808</td>
<td>13380</td>
<td>0</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>28687</td>
<td>23181</td>
<td>73.25</td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>33379</td>
<td>27903</td>
<td>20.37</td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>34312</td>
<td>29958</td>
<td>7.36</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>30157</td>
<td>24930</td>
<td>-16.78</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>18749</td>
<td>15283</td>
<td>-24.71</td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>18613</td>
<td>15307</td>
<td>0.16</td>
</tr>
<tr>
<td>10.</td>
<td>2003-2004</td>
<td>9553</td>
<td>7818</td>
<td>-5.98</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>22757</td>
<td>18637</td>
<td>139.29</td>
</tr>
</tbody>
</table>

It could be inferred from the table 3.1 that in the production of textile products the Kanyakumari Sarvodaya Sangh registered a remarkable increase from 1994-95 to 1997-98. Afterwards the production of total products and textile products was in a decreasing trend.
The index number analysis also shows the increasing trend and decreasing trend. With reference to the Eraniel Sarvodaya Sangh, the total products and the textile products registered a remarkable increase from 1994-95 to 1997-98. Afterwards the production of the total products and textile products was in a decreasing trend. The index number analysis also shows the decreasing trend. The reason for the fluctuation in the production was the delay in the payment of rebate by the central and state governments.

3.3. PRODUCTION OF VARIOUS TEXTILE PRODUCTS

The break-up production value of various textile products is analysed in detail in the following pages:

3.3.1. Khadi

Khadi means any cloth woven on handloom from cotton, silk or woolen yarn, handspun in India. It may be a blend of any two or all such yarns. The khadi units produce very fine varieties of various handspun and handwoven materials in cotton, woolen and silk and blends of cotton and silk, cotton and polyester and woolen polyester. There are four varieties of khadi, namely, cotton, woolen, silk and muslin. Cotton khadi occupies a predominant position compared to the other varieties.

Table 3.2 shows the production performance of the Kanyakumari District Sarvodaya Sanghs in Khadi.
Table 3.2

Production Performance of the Kanyakumari District Sarvodaya Sanghs in Khadi Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total Textile Products (Rs.)</td>
<td>Khadi (Rs.)</td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>13380</td>
<td>5678</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>23181</td>
<td>10040</td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>27903</td>
<td>13379</td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>29958</td>
<td>10544</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>24930</td>
<td>9749</td>
</tr>
<tr>
<td>6.</td>
<td>1999-2000</td>
<td>20298</td>
<td>7044</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>15283</td>
<td>5515</td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>15307</td>
<td>5536</td>
</tr>
<tr>
<td>9.</td>
<td>2002-2003</td>
<td>8315</td>
<td>3211</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>18637</td>
<td>7851</td>
</tr>
</tbody>
</table>

Source: Annual Reports of the Study Units

Table 3.2 depicts the production performance of the Kanyakumari District Sarvodaya Sanghs in khadi products. With regard to the Kanyakumari Sarvodaya Sangh, the total textile products and khadi products registered a remarkable increase from 1994-95 to 1996-97. Afterwards the production of textile products and Khadi products was in a decreasing trend.
The index number analysis also shows the decreasing trend.

With regard to the Eraniel Sarvodaya Sangh the total textile products and khadi products registered a remarkable increase in the year 1995-96. Afterwards the production of the total textile products and khadi products was in a decreasing trend.

The index number analysis also shows the decreasing trend.

The reason for the fluctuation in production was the scarcity of funds.

3.3.2. Readymade Products

The readymade products comprise pillow, pillow covers, bedsheets, curtain clothes and the like. The readymade garments are made in cotton and polyvasta in the form of shirtings and the like. Readymade products' share is an average of 26.95 percent and 41.26 percent of the total textile products produced by the Kanyakumari District Sarvodaya Sanghs.

Table 3.3 exhibits the production performance of the Kanyakumari District Sarvodaya Sanghs in readymade products.
## Table 3.3

Production Performance of the Kanyakumari District Sarvodaya Sanghs in Readymade Products from 1994-1995 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total textile Products (Rs.)</td>
<td>Readymade Products (Rs.)</td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>13380</td>
<td>3125</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>23181</td>
<td>4431</td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>27903</td>
<td>3429</td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>29958</td>
<td>4812</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>24930</td>
<td>6072</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>15283</td>
<td>4716</td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>15307</td>
<td>4973</td>
</tr>
<tr>
<td>9.</td>
<td>2002-2003</td>
<td>8315</td>
<td>2133</td>
</tr>
<tr>
<td>10.</td>
<td>2003-2004</td>
<td>7818</td>
<td>4519</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>18637</td>
<td>4380</td>
</tr>
</tbody>
</table>

Source: Annual Reports of the study units

Table 3.3 exhibits the production performance of Readymade products in Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh the total textile products and the readymade products registered a remarkable increase from 1994-95 to 1998-99. Afterwards the production of the total textile products and khadi products was in a decreasing trend.
The index number analysis also shows the increasing trend and the decreasing trends.


The index number analysis also shows the increasing trend.

The reason for increase in the production of readymade products was the increase in demand.

3.3.3. Lape

Lape is a textile product obtained from raw cotton. This product is helpful to produce carding tape. Its share is on an average 3.70 percent and 6.34 percent of total textile products produced by the Kanyakumari District Sarvodaya Sanghs.

Table 3.4 shows the production of lape in the Kanyakumari District Sarvodaya Sanghs.
### Table 3.4

Production Performance of the Kanyakumari District Sarvodaya Sanghs in Lape Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
<th>Average</th>
<th>Source: Annual Reports of the study units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total Textile Products (Rs.)</td>
<td>Lape (Rs.)</td>
<td>22757</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>13380</td>
<td>822</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>23181</td>
<td>1979</td>
<td>140.75</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>27903</td>
<td>2206</td>
<td>11.47</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>29958</td>
<td>1813</td>
<td>-17.82</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>24930</td>
<td>467</td>
<td>-74.24</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>15283</td>
<td>195</td>
<td>-38.49</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>15307</td>
<td>319</td>
<td>63.59</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>2002-2003</td>
<td>8315</td>
<td>128</td>
<td>-59.57</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>2003-2004</td>
<td>7818</td>
<td>0</td>
<td>-100</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>15059</td>
<td>908</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>28994</td>
<td>2846</td>
<td>213.44</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>26319</td>
<td>2673</td>
<td>-6.08</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>18601</td>
<td>1423</td>
<td>-46.76</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12279</td>
<td>530</td>
<td>-62.75</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>8804</td>
<td>188</td>
<td>-64.53</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>8015</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>7069</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2317</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2617</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12797</td>
<td>856.8</td>
<td>94.36</td>
<td></td>
</tr>
</tbody>
</table>

Table 3.4 reveals the production performance of Lape products in the Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh the total textile products and the lape products registered a remarkable increase from 1994-95 to 1997-98. Afterwards the production of lape products was in a decreasing trend.
The index number analysis also shows the increasing and decreasing trends.

With regard to the Eraniel Sarvodaya Sangh the total textile products and the lape products registered a remarkable increase from 1994-95 to 1997-98. During the next two years the production of the lape products was in a decreasing trend, and afterwards there was no production till the end of the study period.

The index number analysis also shows the increasing and decreasing trends.

The reason for the non-production of lape is that the Khadi Commission directly supplies sliver.

3.3.4. Carding Tape

This is one of the textile products produced by the carding department. The production of carding tape is on an average of 3.9 percent and 6.41 percent of the total textile products produced by the Kanyakumari District Sarvodaya Sanghs.

Table 3.5 projects the production performance of the Kanyakumari District Sarvodaya Sanghs in carding tape.
Table 3.5

Production Performance of the Kanyakumari District Sarvodaya Sanghs in Carding Tape Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
<th>Source: Annual Reports of the study units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total Textile Products (Rs.)</td>
<td>Carding Tape (Rs.)</td>
<td>Percentage of Increase or decrease to previous year</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13380</td>
<td>965</td>
<td>0</td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>13059</td>
<td>919</td>
<td>0</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>23181</td>
<td>2015</td>
<td>108.81</td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>27903</td>
<td>2241</td>
<td>11.22</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>24930</td>
<td>492</td>
<td>-74.69</td>
</tr>
<tr>
<td>6.</td>
<td>1999-2000</td>
<td>20298</td>
<td>337</td>
<td>-31.50</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>15283</td>
<td>202</td>
<td>-40.06</td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>15207</td>
<td>316</td>
<td>56.44</td>
</tr>
<tr>
<td>10.</td>
<td>2003-2004</td>
<td>7818</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>18637</td>
<td>8643</td>
<td>89.56</td>
</tr>
<tr>
<td></td>
<td></td>
<td>907.9</td>
<td></td>
<td>98.79</td>
</tr>
</tbody>
</table>

Table 3.5 reveals the production performance of carding tape in the Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh the total textile products and the carding tape products registered a remarkable increase from 1994-95 to 1997-98. Afterwards the production of the total textile products and carding tape products was in a decreasing trend.
The index number analysis also shows the increasing and the decreasing trends.

With regard to the Eraniel Sarvodaya Sangh, the total textile products and the carding tape products registered a remarkable increase from 1994-95 to 1997-98. Afterwards the production of the total textile products and the carding tape products was in a decreasing trend totally.

The index number analysis also shows an increasing and decreasing trends.

The reason for the nonproduction of carding tape is that the Khadi Commission directly supplies sliver.

3.3.5. Final Tape

Final tape is a product produced from carding tape, and it forms a part of textile products. The share of final tape production is on an average of 7.07 percent of total products produced in the Kanyakumari Sarvodaya Sangh and 4.13 percent of the total textile products in the Eraniel Sarvodaya Sangh.

Table 3.6 projects the production performance of the Kanyakumari District Sarvodaya Sanghs in final tape.
Table 3.6

Production Performance of the Kanyakumari District Sarvodaya Sanghs in Final Tape Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Textile Products (Rs.)</td>
<td>Final Tape (Rs.)</td>
</tr>
<tr>
<td>1. 1994-95</td>
<td>13380</td>
<td>1104</td>
</tr>
<tr>
<td>2. 1995-96</td>
<td>23181</td>
<td>1936</td>
</tr>
<tr>
<td>5. 1998-99</td>
<td>24930</td>
<td>592</td>
</tr>
<tr>
<td>6. 1999-2000</td>
<td>20298</td>
<td>349</td>
</tr>
<tr>
<td>7. 2000-2001</td>
<td>15283</td>
<td>208</td>
</tr>
<tr>
<td>8. 2001-2002</td>
<td>15307</td>
<td>325</td>
</tr>
<tr>
<td>9. 2002-2003</td>
<td>8315</td>
<td>136</td>
</tr>
<tr>
<td>10. 2003-2004</td>
<td>7818</td>
<td>-</td>
</tr>
<tr>
<td>Average</td>
<td>18637</td>
<td>9100</td>
</tr>
</tbody>
</table>

Source: Annual Reports of the study units

Table 3.6 exhibits the production performance of final tape products in the Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh, the total textile products and the final tape products registered a remarkable increase from 1994-95 to 1997-98. Afterwards the production of the final tape products was in a decreasing trend.
The index number analysis also shows the increasing and the decreasing trends.

With regard to the Eraniel Sarvodaya Sangh, the total textile products and the final tape products registered a remarkable increase from 1994-95 to 1997-98. During the next two years the production of final tape products was in a decreasing trend. Afterwards there was no production of final tape products.

The index number analysis also shows increasing and decreasing trends.

The reason for the nonproduction of final tape is that the Khadi Commission directly supplies sliver.

3.3.6. Final Sliver

Final sliver forms a part of the textile products. The share of final sliver production on an average is 4.57 percent of total textile products in the Kanyakumari Sarvodaya Sangh and 7.06 percent of total textile products in the Eraniel Sarvodaya Sangh.

Table 3.7 projects the production performance of the Kanyakumari District Sarvodaya Sanghs in final sliver.
Table 3.7
Production Performance of the Kanyakumari District Sarvodaya Sanghs in Final Sliver Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total Textile Products (Rs.)</td>
<td>Final Sliver (Rs.)</td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>13380</td>
<td>1206</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>23181</td>
<td>2072</td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>29958</td>
<td>2313</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>24930</td>
<td>593</td>
</tr>
<tr>
<td>6.</td>
<td>1999-2000</td>
<td>20298</td>
<td>383</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>15283</td>
<td>228</td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>15307</td>
<td>356</td>
</tr>
<tr>
<td>9.</td>
<td>2002-2003</td>
<td>6315</td>
<td>149</td>
</tr>
<tr>
<td>10.</td>
<td>2003-2004</td>
<td>7818</td>
<td>-</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>18637</td>
<td>1012.90</td>
</tr>
</tbody>
</table>

Source: Annual Reports of the study units

Table 3.7 reveals the production performance of final sliver in the Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh, the total textile products and the final sliver products registered a remarkable increase from 1994-95 to 1997-98. Afterwards the production of final sliver products was in a decreasing trend totally.
The index number analysis also shows the increasing and the decreasing trends.

With regard to the Eraniel Sarvodaya Sangh, the total textile products and final sliver products registered a remarkable increase from 1994-95 to 1997-98. Afterwards the production of final sliver products was in a decreasing trend totally.

The index number analysis also shows the increasing and the decreasing trends.

The reason for the nonproduction of final sliver was that the Khadi Commission supplies the required final sliver at a cheaper rate.

3.3.7. New Model Charka Yarn Production

Charka yarn is the final stage of the textile products. This yarn can be twisted with the regular yarn in producing khadi in an attractive design. Then it becomes the superior quality of yarn. New model charka yarn production is 0.68 percent on an average of the total textile products in the Kanyakumari Sarvodaya Sangh and 3.77 percent on an average of the total textile products in the Eraniel Sarvodaya Sangh.

Table 3.8 depicts the production performance of the Kanyakumari District Sarvodaya Sanghs in N.M.C. yarn.
Table 3.8

Production Performance of the Kanyakumari District Sarvodaya Sanghs in New Model Charka Yarn Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th></th>
<th>Eraniel Sarvodaya Sangh</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total Textile Products</td>
<td>N.M.C Yarn</td>
<td>Percentage of Increase or Decrease to Previous Year</td>
<td>Index Number (Base Year 1994-95)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Rs.)</td>
<td>(Rs.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>13380</td>
<td>179</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>23181</td>
<td>199</td>
<td>11.17</td>
<td>111.17</td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>27903</td>
<td>212</td>
<td>6.53</td>
<td>118.44</td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>29958</td>
<td>180</td>
<td>-15.09</td>
<td>100.56</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>24930</td>
<td>185</td>
<td>2.78</td>
<td>103.35</td>
</tr>
<tr>
<td>6.</td>
<td>1999-2000</td>
<td>20298</td>
<td>91</td>
<td>-50.81</td>
<td>50.84</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>15283</td>
<td>4</td>
<td>-95.60</td>
<td>2.23</td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>15307</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>9.</td>
<td>2002-2003</td>
<td>8315</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10.</td>
<td>2003-2004</td>
<td>7818</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>18637</td>
<td>105</td>
<td>58.66</td>
<td>0.48</td>
</tr>
</tbody>
</table>

Source: Annual Reports of the study units

Table 3.8 exhibits the production performance of the New Model Charka in the Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh, the total textile products and the N.M.C. yarn products registered a remarkable increase from 1994-95 to 1998-99. Afterwards the production of the N.M.C. yarn products was in a decreasing trend.
The index number analysis also shows the increasing and the decreasing trends.

With regard to the Eraniel Sarvodaya Sangh, the total textile products and N.M.C. yarn products registered a remarkable increase from 1994-95 to 1997-98. Afterwards the production of the N.M.C. yarn was in the decreasing trend.

The index number analysis also shows the increasing and the decreasing trends.

The reason for the decrease in the production of N.M.C. yarn was the lesser number of workers employed and the scarcity of funds.

3.4. PRODUCTION PERFORMANCE OF NON-TEXTILE PRODUCTS

Kanyakumari District Sarvodaya Sanghs produce not only textile products but also non-textile products. The non-textile products are honey, soap, leather, steel and wooden furnitures. The share of non-textile products to the total production was 18.69 percent in the Kanyakumari Sarvodaya Sangh and 28.04 percent in the Eraniel Sarvodaya Sangh on an average.

Table 3.9 reveals the production performance of the Kanyakumari District Sarvodaya Sanghs in nontextile products.
Table 3.9 reveals the production performance of the Kanyakumari District Sarvodaya Sanghs with regard to nontextile products. With regard to the Kanyakumari Sarvodaya Sangh the total products and the non-textile products registered a remarkable increase from 1994-95 to 1999-2000. Afterwards the production of the total products and the non-textile products was in a decreasing trend.
The index number analysis also shows the increasing and the decreasing trends.

With regard to the Eraniel Sarvodaya Sangh, the total products and the non textile products registered a remarkable increase from 1994-95 to 1998-99. Afterwards the production of the total products and non-textile products was in a decreasing trend.

The index number analysis also shows the increasing and the decreasing trends.

The reason for the fluctuation of production of non-textile products was the fluctuation in demand.

3.5. PRODUCTION OF NON-TEXTILE PRODUCTS

The break-up production value of non-textile products is analysed in detail in the following pages:

3.5.1. Agmark Honey

Agmarking of honey is another important product of khadi and village industries. The Apiculture is mostly concentrated in and around Marthandam in Kanyakumari District. Its share of contribution is on an average of 39.29 percent of the total non-textile products in the Kanyakumari Sarvodaya Sangh
and 59.04 percent of the total non-textile products in the Eraniel Sarvodaya Sangh.

Table 3.10 depicts the production performance of the Kanyakumari District Sarvodaya Sanghs in Agmark Honey.

Table 3.10

Production Performance of the Kanyakumari District Sarvodaya Sanghs in Agmark Honey Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total Non-Textile Products</td>
<td>Agmark Honey Products</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Rs.)</td>
<td>(Rs.)</td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>4421</td>
<td>1531</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>5506</td>
<td>1801</td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>5476</td>
<td>1748</td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>4354</td>
<td>1513</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>5227</td>
<td>2000</td>
</tr>
<tr>
<td>6.</td>
<td>1999-2000</td>
<td>5542</td>
<td>2180</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>3466</td>
<td>1197</td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>3306</td>
<td>1487</td>
</tr>
<tr>
<td>9.</td>
<td>2002-2003</td>
<td>2157</td>
<td>1636</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>4119</strong></td>
<td><strong>1554</strong></td>
<td><strong>101.52</strong></td>
</tr>
</tbody>
</table>

Source: Annual Reports of the study units

99
Table 3.10 reveals the production performance of Agmark honey products in the Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh, the total non-textile products and agmark honey registered a remarkable increase from 1994-95 to 1999-2000. Afterwards the production of the total non-textile products and agmark honey was in a decreasing trend. The index number analysis also shows the increasing and the decreasing trends.

With regard to the Eraniel Sarvodaya Sangh, the total non-textile products registered a remarkable increase from 1994-95 to 1999-2000. Afterwards the production of non-textile products and honey products was in a decreasing trend.

The index number analysis also shows a decreasing trend.

The reason for the fluctuation is the seasonal availability of honey.

3.5.2. Soap Production

Soap is one of the non-textile products. The Sanghs have two manufacturing units one for toilet soap and another for washing soap. It forms a major share in non-textile products. The share of soap production shows an average accounts for 11.10 percent in the Kanyakumari Sarvodaya Sangh and 9.93 percent in the Eraniel Sarvodaya Sangh to the non-textile products.
Table 3.11 projects the production performance of the Kanyakumari District Sarvodaya Sanghs in soap products.

Table 3.11

Production Performance of the Kanyakumari District Sarvodaya Sanghs in Soap Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
<th>Source: Annual Reports of the study units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total Non-Textile Products</td>
<td>Soap Products</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Rs.)</td>
<td>(Rs.)</td>
<td>Percentage of Increase or decrease to previous year</td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>4421</td>
<td>812</td>
<td>0</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>5506</td>
<td>852</td>
<td>4.93</td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>5476</td>
<td>742</td>
<td>-12.91</td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>4354</td>
<td>431</td>
<td>-41.91</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>5227</td>
<td>513</td>
<td>19.03</td>
</tr>
<tr>
<td>6.</td>
<td>1999-2000</td>
<td>5542</td>
<td>376</td>
<td>-26.71</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>3466</td>
<td>251</td>
<td>-33.24</td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>3306</td>
<td>309</td>
<td>23.11</td>
</tr>
<tr>
<td>Average</td>
<td>4119</td>
<td>468</td>
<td>57.61</td>
<td>11.10</td>
</tr>
</tbody>
</table>

Table 3.11 reveals the production performance of soap products in the Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh, the total non-textile products and soap products registered a
remarkable increase from 1994-95 to 1995-96. Afterwards the production of total non-textile products and soap products was in a decreasing trend.

The index number analysis also shows the increasing and the decreasing trends.

With regard to the Eraniel Sarvodaya Sangh the total non-textile products and soap products registered a remarkable decrease during the study period.

The index number analysis also shows a decreasing trend.

The reason for the decrease in soap production was due to the higher cost of production, the lower demand and the heavy competition in the market.

3.5.3. Steel and Wooden Furniture

This is another non-textile product. Its share is an average of 38.83 percent to the total non-textile products in the Kanyakumari Sarvodaya Sangh and 21.75 percent to the total non-textile products in the Eraniel Sarvodaya Sangh.

Table 3.12 exhibits the production performance of the Kanyakumari District Sarvodaya Sanghs in steel and wooden furniture.
Table 3.12
Production Performance of the Kanyakumari District Sarvodaya Sanghs in Steel and Wooden Furniture Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Total Non-Textile Products (Rs.)</td>
<td>Wooden Steel &amp; furniture (Rs.)</td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>4421 1498 0</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>5506 2319 54.81</td>
<td>154.81</td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>5476 2621 13.02</td>
<td>174.97</td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>4354 1830 -30.18</td>
<td>122.16</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>5227 2313 26.39</td>
<td>154.41</td>
</tr>
<tr>
<td>6.</td>
<td>1999-2000</td>
<td>5542 2250 -2.72</td>
<td>150.2</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>3466 1383 -38.53</td>
<td>92.32</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Average</strong> 4119 1643</td>
<td><strong>109.71</strong></td>
</tr>
</tbody>
</table>

Source: Annual Reports of the study units

Table 3.12 exhibits the production performance of steel and wooden furniture in the Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh the total non-textile products and the steel and wooden furniture products registered a remarkable increase from 1994-95 to 1996-97.
Afterwards the production of the total non-textile products and the steel and wooden furniture products was in a decreasing trend.

The index number analysis also shows the increasing trend and the decreasing trend.

With regard to the Eraniel Sarvodaya Sangh, the total non-textile products and the steel and wooden furniture products registered a remarkable increase from 1994-95 to 1996-97. Afterwards the production of the total non-textile products and the steel and wooden furniture products was in a decreasing trend.

The index number analysis also shows the increasing and decreasing trends.

The reason for the decrease in the production of the steel and wooden furniture was due to the shortage of funds and rebates.

3.5.4. Leather Products

This is one among the non textile products. Its manufacturing units are situated at several rural areas of Kanyakumari District. Its share of contribution is 0.51 percent on an average of the total non-textile products in the Kanyakumari Sarvodaya Sangh and 2.06 percent in the Eraniel Sarvodaya Sangh.
Table 3.13 illustrates the production performance of the study units in leather products.

**Table 3.13**

Production Performance of the Kanyakumari District Sarvodaya Sanghs in Leather Products from 1994-95 to 2003-2004

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Non-Textile Products (Rs.)</td>
<td>Footwear (Rs.)</td>
<td>Percentage of Increase or Decrease to Previous Year</td>
</tr>
<tr>
<td>1.</td>
<td>1994-95</td>
<td>4421</td>
<td>21</td>
</tr>
<tr>
<td>2.</td>
<td>1995-96</td>
<td>5506</td>
<td>33</td>
</tr>
<tr>
<td>3.</td>
<td>1996-97</td>
<td>5476</td>
<td>42</td>
</tr>
<tr>
<td>4.</td>
<td>1997-98</td>
<td>4354</td>
<td>26</td>
</tr>
<tr>
<td>5.</td>
<td>1998-99</td>
<td>5227</td>
<td>41</td>
</tr>
<tr>
<td>6.</td>
<td>1999-2000</td>
<td>5542</td>
<td>9</td>
</tr>
<tr>
<td>7.</td>
<td>2000-2001</td>
<td>3466</td>
<td>6</td>
</tr>
<tr>
<td>8.</td>
<td>2001-2002</td>
<td>3306</td>
<td>-</td>
</tr>
<tr>
<td>9.</td>
<td>2002-2003</td>
<td>2157</td>
<td>-</td>
</tr>
<tr>
<td>10.</td>
<td>2003-2004</td>
<td>1735</td>
<td>-</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>4119</td>
<td>17.8</td>
</tr>
</tbody>
</table>

Source: Annual Reports of the study units

Table 3.13 reveals the production performance of leather goods in the Kanyakumari District Sarvodaya Sanghs. With regard to the Kanyakumari Sarvodaya Sangh, the total non-textile products and leather products registered a remarkable increase from 1994-95 to 1998-99. Afterwards the production of
the total non-textile products and leather products was in a decreasing trend totally.

The index number analysis shows the increasing and the decreasing trends.

With regard to the Eraniel Sarvodaya Sangh, the total non-textile products and the leather products registered a remarkable increase during the year 1996-97. For the rest of the study period the production of the total non-textile products and the leather products registered a decreasing trend.

The index number analysis also shows the increasing and the decreasing trends.

The reason for fluctuation of the production of leather goods was lower demand and shortage of funds.

3.6. COMPOUND GROWTH RATE

To evaluate the production performance of the study units, the researcher is calculating the compound growth rate under semilog model. Table 3.14 depicts the compound growth rate of the production performance of the Kanyakumari District Sarvodaya Sanghs.
Table 3.14 reveals the Compound Growth Rate of the Kanyakumari District Sarvodaya Sanghs. The production performance of the Kanyakumari District Sarvodaya Sanghs was analysed through the estimates of compound growth rate of textile products and non-textile products, which were measured through semilog model. The estimated compound growth rate of the textile products and non-textile products is given in Table 3.14.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Particulars</th>
<th>Model</th>
<th>Kanyakumari Sarvodaya Sangh</th>
<th>Eraniel Sarvodaya Sangh</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Value of $b_1$</td>
<td>Value of $R^2$</td>
<td>CGR %</td>
</tr>
<tr>
<td>1.</td>
<td>Textile Products</td>
<td>Semilog</td>
<td>0.901</td>
<td>0.443</td>
</tr>
<tr>
<td>a)</td>
<td>Khadi</td>
<td>Semilog</td>
<td>0.931</td>
<td>0.265</td>
</tr>
<tr>
<td>b)</td>
<td>Readymade</td>
<td>Semilog</td>
<td>0.999</td>
<td>0.000</td>
</tr>
<tr>
<td>c)</td>
<td>Lape</td>
<td>Semilog</td>
<td>0.722</td>
<td>0.709</td>
</tr>
<tr>
<td>d)</td>
<td>Carding Tape</td>
<td>Semilog</td>
<td>0.715</td>
<td>0.741</td>
</tr>
<tr>
<td>e)</td>
<td>Final Tape</td>
<td>Semilog</td>
<td>0.711</td>
<td>0.762</td>
</tr>
<tr>
<td>f)</td>
<td>Final Silver</td>
<td>Semilog</td>
<td>0.711</td>
<td>0.748</td>
</tr>
<tr>
<td>g)</td>
<td>New Model Charka</td>
<td>Semilog</td>
<td>0.626</td>
<td>0.492</td>
</tr>
<tr>
<td>2.</td>
<td>Non-Textile Products</td>
<td>Semilog</td>
<td>0.896</td>
<td>0.656</td>
</tr>
<tr>
<td>a)</td>
<td>Agmark Honey</td>
<td>Semilog</td>
<td>0.924</td>
<td>0.293</td>
</tr>
<tr>
<td>b)</td>
<td>Soap</td>
<td>Semilog</td>
<td>0.837</td>
<td>0.919</td>
</tr>
<tr>
<td>c)</td>
<td>Steel &amp; Wooden furniture</td>
<td>Semilog</td>
<td>0.862</td>
<td>0.455</td>
</tr>
<tr>
<td>d)</td>
<td>Footwear</td>
<td>Semilog</td>
<td>0.796</td>
<td>0.420</td>
</tr>
</tbody>
</table>
products showed a negative growth rate of 9.92 percent in the Kanyakumari Sarvodaya Sangh and 22.42 percent in the Eraniel Sarvodaya Sangh during the study period, because all the components of textile products, khadi, readymade, lape, carding tape, final tape, final sliver, NMC yarn had the negative growth rate. The compound growth rates were statistically significant at one percent level of probability.

The estimated compound growth rate of non-textile products also showed a negative growth rate of 10.40 percent in the Kanyakumari Sarvodaya Sangh and 14.69 percent in the Eraniel Sarvodaya Sangh due to the negative compound growth rate of its components namely, honey, soap, steel and wooden furniture and footwears. The compound growth rates of non-textile products were significant at one percent level of probability.

The comparative analysis of growth rate in the Kanyakumari Sarvodaya Sangh and in the Eraniel Sarvodaya Sangh showed that both of them had negative growth rate in all aspects. The negative compound growth rate factors for readymade (-0.05 percent) agmark honey can be made into positive growth rate by taking proper actions in the Kanyakumari Sarvodaya Sangh. But in the Eraniel Sarvodaya Sangh the components like lape (-32.09 percent), khadi (-28.58 percent) final sliver (-40.41 percent) have a high negative compound growth rate than that in the Kanyakumari Sarvodaya Sangh.
3.7. SUMMARY

In this chapter the researcher has analysed the production performance of the Kanyakumari District Sarvodaya Sanghs with regard to textile products and non-textile products. The analysis reveals that there are low, medium and high level of production among the textile products and non-textile products. The production of textile products plays a vital role in the total production. This makes the researcher proceed to the analysis of sales performance which forms the basis of the succeeding chapter.
REFERENCES

11. Annual Reports of the Sarvodaya Sanghs – 2002-03.