Chapter - V
CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Salem Ammapet Handloom weaver's Co-operative society is functioning for the past 64 years and it started in 1938.

Mr. Aruncahala Mudaliar national patriot was the founder of the society. He started the society admitting 53 members with a paid up share capital of Rs.1,107 to render service, to the handloom weavers, who were suffering to market the Handloom goads in the open Bazaars. It has attracted large number of weavers. There are number of operational and technical deficiencies existing in the society. On the basis of analysis the following are the findings.

1. High level Production and low level sales

This is the one of the biggest society in South India. So its activities are larger compare to other societies. So its production is in high level. It produced more varieties of clothes, but it won't get profit for the full year because sales activities are only in low level. There are many reasons for low sales.

2. Price of the Products

Price of the varieties is high compare to other products like power Icom. Cotton products are high price products today. But quality is good. Now a days power loom products are only in low prices. People like that goods very much and like the design and quality of the power loom products.
3. Innovation of power loom and Heavy stock in weaver's Co-operative Society

Innovation of power loom is one of the reasons for loss of the weaver's Co-operative societies. Civilization is changes day by day so the people charge their activities depending upon them. They like cotton products only in summer seasons. They mostly like the power loom products. So there is lack of stock in the weaver's society. Stock increase day by day in the weaver's sales centres. There is only few societies didn't have previous year stock.

4. Designs

In weaver's Co-operative societies, there is only a few designs, but that designs are old designs. Now a days the young people won't like that designs, they like the societies product except silk sarees. Silk sarees won't get down at any time. The weaver's are not willing to charge the designs, because they have some amount for change the designs. So old design is one of the reasons for loss of the society.

5. Future generation

Future generations won't like to be a weaves. They are like to be a doctor, engineers, etc. Now a day there is only a old member weaver is weaving the product. But their generation won't like it. So interest in weaving the product is reduce day by day.
6. Cost of exhibitions

For the promotion of sales the handloom societies has to spread more on fairs and exhibitions. Hence it will reduce the profitability of the society.

7. Heavy burden on interest

When we refer the expenditure side of the society it has incurred a heavy payment of interest on loan borrowed during the study period.

8. Heavy payment of wages

Major cost components of the handloom products constitute wages. Therefore it increases the cost of the product. So handloom products are unable to meet the competition from power loom sector.

9. Illiterate

Most of the member weavers of the society are not literate. They are not able to design the products to compete with power looms and other textile productions.

10. Rebate – on Sales

To increase the sales volume the government allows the co-operative sector to adopt discounters and rebate on sales. This leads to reduction in revenue to the society. Hence income for the society decreases.
SUGGESTIONS

From the study we understand that the weavers working under the Co-operative fold are benefited in the following ways. Getting work throughout the year, getting better wages, getting benefits like festival advance etc.

By comparing this we understand that the weavers working under Co-operative fold are much benefited than those working under master weavers. It is advisable to bring all weavers working under master weavers into the Co-operative fold.

It is learnt that the society is producing Rs 3 crores worth of goods every year and at least Rs. 1.5 Crores value of goods being held as unsold. This is because the society is producing only a very few varieties with old designs and colour combinations from the beginning. Without any modifications either in material or in designs which don’t suit consumers’ taste now-a-days in order to overcome the difficulty the society can very well switch over to the production of synthetics (man made fabrics) in large quantities which is durable as well as cheap and has got very good market. When the stock of unsold goods increases the society in forced to reduce its production till the entire stock is disposed. Because of this the member will be left unemployed for a few days.

Due to the Stock of the previous year produced goods the working capital of the society will be held-up, ultimately crippling the further functioning of the society till the entire goods are sold. In order to overcome the above difficulty the society has to raise hypothecation loan.

The society can open some more new sales depots in some variable places so that the goods can be marketed without many difficulties. The society can also produce
goods according to the overseas buyers requirements and standard to massmedia to increase its sale. The society should adopt novel methods of advertising through modern massmedia to increase its sale. The society should maintain the quality trademark like ISI norms, which in turn will attract consumers.

The responsibility of the entire production of controlled cloth shall be transferred to the handloom sector by the end of the 7th 5-year plan. The Quantum of janatha cloth has been increased to 420 million metres against 370 million metres. The society can very well take up the production continuous employment to its weaver members. The society can also insist, its members to modernise their existing loom to improve the quality and production.

CONCLUSION

According Dr. J.C.K. Kumarappa "Co-operative is not merely a method of word list it is primarily a way of life. Therefore it requires a missionary's zeal and oneness of purpose to be practiced in all its fullness". The wage of Co-operative has come from the Government and it should spread to all section of the population.

In general the Co-operative society for the benefit of consumers must follow the five R's.

- Right Price
- Right Source
- Right Quantity
- Right Quality
- Right Time

This also enables the co-operative handloom weavers society and also the nation to ensure the healthy economic development