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CHAPTER-1
INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION

The History of South Indian Textiles goes back to prehistoric times. Evidence of what appear to have been spindles is found in archaeological sites like Paiyampalli in North Arcot district of Tamil Nadu. Even evidence of cloth has survived in a few archaeological sites like Adichchanallur and the Nilgiri hills.

Man has been living on the earth for more than 25,000 years and for most of this time his life was one continual struggle to keep himself alive and to rear his young. Human development has not everywhere followed the same uniform course. But, generally speaking man began by feeding on the fruits and roots that grew around him and those he could gather or he hunted wild beasts for skin to cover his nakedness.

Early Stone Age man had to struggle with a coil, wet and generally hostile weather. Thus, he might have used the warm skin of animals, furs and leaves either in their natural state or after cutting and sewing together for making waist clothes, cloaks, rain hoods, hats etc. Scepters and drawings provide us with the relevant information. Thus, at Milateda East Spin a drawing of a mother and her son has been found. A shim slightly taken in at the waist falls from the shoulders to below the knees of the woman. The dress is close fitting. The woman is shown walking. The boy is wearing trousers wide above the knee but tighter at the foot.
For the stone age male dress we have some evidence in the form of drawings of hunters. The dress may be of fur or leather. Needles and awls found in the different region might have been used for sewing and skin furs.

THE NEW STONE AGE

It was at this time that man learnt that are of weaving wool and flax into cloth and as a result the value of furs probably sank and they become the dress of the poor people.

DEVELOPMENT OF HANDLOOM INDUSTRY IN SOUTH INDIA

From the dawn of history to the middle of the last century the handloom Industry seems to have, on the whole, flourished well in our state causing no serious anxiety either to its workers or to the rulers of the country except in times of natural clematis like floods and famines. The reasons for this are.

Not far to seek. It was the age of man and not of the machine and science. It was also the age in which all people, men, women and children of our land were clothed in nothing but hand-spun and hand woven cloth. It was moreover the age in which large exports of such cloth were made to foreign countries like Greece, Rome, Malaya and Ceylon. And finally it was the age in which our Indian rulers and Indian nobles took not a little pride and delight in patronizing hand loom fabrics noted for their artistic skill and beauty.

"In any programme of social and economic development of an underdeveloped economy, co-operation has a very valuable role to play". "Co-operation represents institutionalization of the principle and impulse of mutual aid."
It has the merit of combining freedom and opportunity for the small man with the benefit of large scale management and organization. Co-operation is therefore, eminently suited to bring about the desired socio-economic changes in the context of the existing conditions in the country. There is no other instrument as potentially powerful and full of social purpose as the co-operative movement”.

“Co-operation is derived from the Latin word “Co-operasi”. “Co” means with and operasi means to work. In other words, co-operation means working together with others for a common purpose. Thus, there may be a team of cricketers or foot-ball players, where the members join to play the game; or there may be a friendly association or club where persons come together to do some work together in order to achieve specific purpose, which may be rendering of social service or going on a picnic or meeting together, to have social acquaintances.

Co-operative movement in India is one of the largest voluntary movements in the world dedicated to the well being of the people at large. The co-operative movement frees its members from users and profiteers. It was introduced in India at the beginning of the present century for the benefit of people having small means and common economic needs. It was visualized as an essential instrument for activating the aspirations of the people in order to establish socio-economic equality.

Co-operation means working together towards a common goal. “It is the universal instrument of creation “. James peter observes “Co-operation is a way
of life thereby people unite democratically in the spirit of model and to get the largest possible access to the things and services they need”.

The welfare of a country depends on the strength of its economy. How to achieve it? This can be achieved only through the cooperation of people who are the subjects of a country. Cash flow keeps a country thriving. To bring in cash flow, cash has to be mobilized from the people under an organization which is trustworthy. The cash can be brought to the organization from the public by means of saving. For this, people should learn the habit of savings.

Mr. H. Calvert defined co-operation “as a form of organization, wherein persons voluntarily associate together as human beings, on a basis of equality, for the promotion of the economic interests of themselves.”

Prof Paul Lambert defines “A Co-operative Society is an enterprise formed and directed by an association of users, applying itself the rules of democracy and directly intended to serve both its own members and the community as a whole”.

Co-operative bank, is the organization which provides the above said facilities. It creates the awareness among the people about the cooperative system. Thus enables them to develop the habits of saving money and extends its service to its member by providing loans and fulfilling their needs at a minimum rate of internet with easy installment system.
2. SIGNIFICANCE OF THE STUDY

The handloom industry in India has a great potential for the utilization of human resource. It is necessarily a labour intensive industry. In a country with considerable manpower and high rate of unemployment any investment that can utilize idle human resource is welcome. For this reason the handloom industry has great role to play in future. This being the fact, it is possible that with less capital and more labour, a productive system can be maintained for the manufacture of quality goods. With growing rural unemployment, the time has to come to utilize our labour resource both urban and rural. The handloom industry provided a great opportunity for such utilization.

With the long passage of time, the industrial organisation of this industry has by and large remained the same. The Co-operatives, the master weavers and the independent weavers who form this industry have maintained in institutional infrastructure, which is neither rigid nor flexible. It has continued to be sufficiently resilient to meet the changing needs and demands of the market.

Such an industrial organization has maintained continuity and has also proved its strength through growth and also increased productivity.

Frequently, the handloom industry classified as an old fashioned stagnant industry bordering on perennial sickness. It is proper that we look at this industry in the correct perspective. This is an important sector in the textile industry. It meets the needs of millions of people and provides employment to millions. An
objective, Scientific and up to date study of such an industry was long over due. A map shows distribution of handloom in the country covering 30,68,000 looms as the information provided by Development Commissioner for Handloom.

3. OBJECTIVES

1. To review the role of Handloom industries in TamilNadu.
2. To trace the origin and growth of handloom industries in TamilNadu
3. To study the various welfare measures offered by weaver’s co-operative societies.
4. To make performance evaluation of the super silk handloom weavers co-operative production and sales society ltd, Salem.
5. To summaries the findings and suggest remedial measures based on such findings.

4. FRAME WORK OF ANALYSIS

Statistical techniques like chi-square test, time series have been adequately employed. In addition to that charts, graphs, bar diagrams and multiple bar diagrams have also been used to give a diagrammatic representation to the study.

5. SCOPE OF THE STUDY :

Weave is co-operative societies are carried on under organised and unorganised sector. In the present study super silk handloom weaver’s cooperative production & sales society ltd, Salem under organized sector alone has been taken.
6. PERIOD OF STUDY

The present research study takes into account the super silk handloom weavers cooperative production and sales society ltd, Salem. Covering a minimum period of five years from 1996-97 to 2000-01.

7. METHODOLOGY

The data pertaining to the present study were collected from both primary and secondary sources.

The primary data were collected though Interview schedule.

Besides, the secondary data for the study were collected from various Journals, Publications, periodicals, and dailies as well as from the published report of the society.

Collection of data is effected from the office of the super silk handloom weavers cooperative production and sales society ltd, Salem.

8. HYPOTHESES

1. The attributes of age and duration are independent.

2. The attributes of age and income are independent.

3. The attributes of community and classification of weavers are independent.
9. LIMITATIONS OF THE STUDY

The study has taken into account only a few aspects such as Dhoti, shirting piece and Angavastharam due to scarcity of time as well as resources at the disposal of the researcher.

A comparative study of the performance of other societies are outside the preview of the study.

10. CHAPTERISATION

The first chapter deals with the introduction as well as the methodology of the study covering objectives, significance, scope, and frame work of analysis, Period of study, limitation and chapterisation.

The importance and also a brief account of the role of handloom industries are dealt with in the second chapter.

The third chapter portrays the Origin and growth of super silk Handloom weavers cooperative production and sales society ltd, Salem.

The performance evaluation of super silk handloom weavers cooperative production and sale ltd. has been made in the fourth chapter.

The concluding chapter contains the summary of the findings and the suggestion offered in the light of the above for improving the working of super silk handloom weavers cooperative production and sales society ltd, Salem.