CHAPTER – VII

FINDINGS, SUGGESTIONS AND CONCLUSION

In this Chapter the researcher has given various findings and suggestions as per the analysis carried out in the previous Chapters. There are two types of people involved in silk products manufacturing in this District. First one comes under cooperative fold and the next one comes under private manufacturers. The researcher has collected data from all the Cooperative Silk Societies (16) functioning in the District. In the case of private concerns data has been collected from 20 manufacturers engaged in the silk trade in the District.

In this District, Silk Societies always dominate others engaged in silk trade. The Government has also taken various measures for the development of Silk Societies and the welfare of weavers working in the Silk Societies through Cooperative Handloom Weavers And Security Scheme, Group Insurance Scheme for the weavers, Family Pension Scheme, the rebates offered during the festival time, additional rebates given in the Month of September every year, sales through the Co-optex. All this enables the effective functioning of Silk Societies in the District.

The Director of Handlooms and Textiles, Government of Tamilnadu is the prime most control body of this Cooperative Sector. This Directorate has been sub divided into five departments. One of the departments is sole responsible for the administration of handlooms in Tamilnadu State. It has been further divided into Regional Offices. One of the Regional Officers namely THE ASSISTANT DIRECTOR OF HANDLOOM AND TEXTILES FOR THANJAVUR DISTRICT functioning at Kumbakonam town in this district is responsible for the administration of Silk Weavers Cooperative Societies functioning in this region. In Thanjavur District there are sixteen Silk Weavers...
Handloom Cooperative Societies functioning during the study. Further a Special Officer for each society has been appointed and he is monitoring the administration of that society.

Pertaining to the purchase of raw materials, particularly the silk is from TANSILK and Anna Silk Exchange (A Public Sector Undertaking), Kancheepuram. It is compulsory and mandatory that the raw materials should have been purchased only from these two organizations, that is, hundred percentage of raw material requirement should be made only from the above said two Government organizations. The raw materials which are required for the production of silk products are

1. Silk Yarn (Kora and Suppuri Pavu)
2. Zari
3. Dyes and
4. Chemicals

The monthly requirement according to the production and sales status of each society should be prepared and submitted to the Director Office through the Regional Office. The allotment of raw materials will be done systematically and periodically by these authorities and will be sent to the suppliers, TANKSILK or the Tamilnadu Zari Limited, Kancheepuram.

As per the allotment, these two organizations will send the silk yarn and zari to the Societies according to the raw material requirement. After receiving these raw materials of silk yarn and zari, a Test Report related to the quality of these raw materials will be sent to the Director Office, Chennai. Then, within a period of 30 to 45 days a cheque has to be sent for the raw materials purchased. All these things will be checked by the Regional Office auditors working in the Assistant Director of Cooperative Audit Department.

These formalities are not applicable in the case of private manufacturers engaged in silk trade in this District. The private
manufacturers have their own channels for purchase and sale of the products. Most of the private manufacturers have their own direct showrooms for sales in their home town only. They invest their money for producing the silk commodities and selling their products in the market.

In addition to this, there are some persons who do not produce any silk products on their own but they indirectly involve themselves in the silk trade in this District. They are doing bulk purchase of silk sarees from the private manufacturers.

Then, following the personal selling method, they have been selling the commodities to the middle class people working in various institutions including government organizations. Sometimes they also offer credit sales to attract the customers and collect the money in several Equal Monthly Installments. But these persons are not acting as agents to the manufacturers. Only a very few private manufacturers encourage such types of persons by giving short term credit sales, that too only for a part amount on the total purchase made by them.

Likewise there are a few other private manufacturers who produce silk products by using their own raw materials but do not have any showroom of their own in the District and yet they are also engaged in silk trade. After producing the silk products, they send their products to the textile merchants of various commodities with whom they have permanent accord in relation with silk trade.

Then, according to the agreement, the producer has to send various silk products (pricewise, design-wise and cost-wise) every month or once in three months. In turn, the merchants also will pay the amount for the price of the silk products procured from the manufacturers. Sometimes they may have agreements with more than one textile merchant according to the turnover of their trade.
In the case of Silk Cooperative Handloom Societies functioning in this District, it is found that among the 16 Societies, The Thirubuvanam Silk Handloom Cooperative Society is the first Society established in the year 1955. At present, this is the only Cooperative Silk Society in this District which had got ISO 9001-2000 Certification from the British Standard Institution. Only after two decades of its existence, other Societies have come into the field in this District. This is one of the important reasons for the domination of The Thirubuvanam Silk Handloom Cooperative Society in this District.

Next to direct sale by the Societies in their Head Office, and in the number of branches held by them, the role of Co-optex occupies an important place in the sale of silk products. Every time while the persons from Co-optex comes for purchasing silk products from the Societies, an officer and a technical person will come and select according to their requirement. For these products, it is mandatory that the Societies will fix the price of the products just by adding 15% only along with the cost of production to the Co-optex.

Pertaining to the branches owned by various Societies, only a few Societies have more number of branches. Such Societies function better than other societies which have only limited branches.

On the basis of the above said facts, the researcher has applied various statistical tools and found more information about the current trends and future opportunities in the marketing of silk products in Thanjavur District.

The following findings and suggestions are derived on the basis of these two categories engaged in the silk trade in Thanjavur District.

Findings related to the 16 Silk Weavers Cooperative Societies functioning in the Thanjavur District registered under the Tamilnadu Co-operative Societies Act, 1961
• Findings on the basis of the functioning of private manufactures in silk handloom industry of Thanjavur district.
• Findings based on the expectations and behavior of consumers of silk products.
• These enabled the researcher to give proper suggestions for the sustenance and expansion of the silk market in future by the Silk Cooperative Societies and also by the private manufacturers in this District.

**Cooperative Societies**

• The mean sales of different channels of societies are analyzed and it is found that there is a significant difference between the mean sales of different channels of Societies.
• It is noted that the direct sales is recorded with 1st rank. The sales through the branches is recorded with 2nd rank. The sales through commission agents have taken the third place. The fourth rank is given to the sales through the Co-optex. The fifth rank is taken by the exhibition sales. There was no sale through other sources. Hence, it is found that there are only four channels followed in the sale of silk products in this District. Even the Silk Handloom Cooperative Societies which have very high turnover are also not ready to expand the channel which will ultimately increase profit by storing and giving advertisement for the silk products at various levels by middlemen involved in the trade.
• Sales of Silk products by Various Societies in Thanjavur District have been analyzed. It is concluded that there is significant difference between the mean sales of various Societies. The Societies with less problems, while marketing and producing their products, have high mean sales compared to other Societies.
• In relation to the variations in the cost of production among various Societies, it is known that there is no significant difference between the mean costs of production of various Societies, because it is already stated that there is a common rule in the purchase of raw
materials for all the Societies not only functioning in this District but also for the Societies functioning all over Tamilnadu State.

- While analyzing the Correlation between Average Cost of Raw Materials and Average Production of Various Societies it is found that both have positively correlated. Whenever production increases, the cost also increases in the same proportion. Thus, there is a significant difference between the mean productions of various Societies.

- Regarding the Correlation between the Production and Sales of Various Societies, the first two pairs are negatively correlated and the remaining pairs are positively correlated. The negatively correlated pairs of Societies are The Thirubuvanam Silk Handloom Weavers Co-operative Society and Thiru Cholan Silk Handloom Co-operative Society which are functioning in the Thirubuvanam village of Thanjavur District. Hence, it is concluded that the correlations are mostly positively drawn with results. Thus, there are some coincidences of the production and the sales of various co-operative Societies. They are the purchase of raw materials from the same supplier and the channels of distribution also almost same for all the Societies.

- Further it is worth noted that, The Thirubuvanam Silk Handloom Weavers Co-operative Society have 1856 looms and Thiru Cholan Silk Co-operative Handloom Society 994 looms and they have produced and sold more than crores of rupees. And the other Silk Co-operative Societies have only smaller number of looms and have produced and sold only a minimum value in lakhs of rupees.

- The very lowest sales and productions have been recorded in Narasingampettai Golden Silk Co-operative Society, Thugili Ammapet Co-operative Society and Annai Santhiya Silk Co-operative Society which are smaller units.

- In relation with the time of raw materials purchased, it is understood that, the raw materials are procured by 14 societies at the time whenever required. There is no particular time of purchase
of raw materials for one society. But only one Society has been purchasing the raw materials well in advance. It shows the financial soundness of that Society. It is The Thirubuvanam Silk Handloom Co-operative Society.

- The Societies have been producing various silk products at various cost levels. Most of the consumers are interested in the design worth around Rs.6,000/- to 15,000/-.

- In relation with raw materials purchased by the total Societies, the maximum of 10 societies are satisfied with the quality of raw materials purchased, 4 Societies moderately satisfied and 2 Societies highly satisfied. The reason for this opinion is every society has to purchase only from the government undertaking. Hence the quality of the silk yarn and zari are of very high quality. Therefore the cost always will be very high and only those Societies with sound financial position are highly satisfied.

- In Connection with the mode of delivery and supply time to customers by the Society out the total number of 16 Societies, 10 Silk Societies are satisfied with the mode of delivery of the raw materials and the supply time to the Societies. 3 Societies are highly satisfied and the other 3 Societies are only moderately satisfied. This is because of the financial position of the particular Society. If the Societies have sound financial background, they do not require more time for the payment of the raw materials.

- But many societies in this District are struggling to pay money within the stipulated time. However there is systematic method of supply of raw materials to all the societies from TANSILK and Anna Silk Exchange (A Public Sector Undertaking), Kancheepuram. It is also fully monitored by the Director of Handlooms and Textiles of Taminadu.

- Further, out of the total 16 Societies, 10 Societies have been satisfied with the price levels of raw materials and 4 Societies moderately satisfied. But one Society is highly satisfied and the other dissatisfied with the price level of the raw materials supplied.
Then introduction of new design of silk sarees and the time intervals are analyzed. They are very much essential to attract the customers. Societies introduce new design with a biennial of annual time interval of according to buyer behavior. Out of the 16 Societies, 10 Societies have been introducing the new designs based on buyer behavior, 4 Societies introducing at annual intervals, and 2 Societies once in 2 years.

As per the demand for the new design and response of the customers, out of the total 16 Societies, 10 Societies have been satisfied with the level of demand for the new designs, 5 are satisfied moderately and 1 is highly satisfied with the customer demand for the new designs of silk sarees while they are newly introduced into the market.

The Thirubuvanam Silk Handloom Cooperative Society is the only Society which has a separate designer and hence periodically introduces new designs according to the changes in the needs and desire of the customers. The need of the customer has been found from their enquiry about a saree which they have seen in other sectors like powerloom, cotton fabric or from other textile cloths. As soon as they find this, an idea has been arrived to introduce a new design to satisfy the desire of the customer. Other Societies have also adopted to follow the new design very soon competing with the industry. Therefore Thirubuvanam Handloom Silk Cooperative Society with regular periodical introduction of new designs, dominates the silk trade in this District.

In respect to the availability of credit period, all the 16 Societies all of them have accepted the fact that the facility was up to 1 month interval, sometimes one and half months. There was no other period of extension of credit availability for the procurement of raw materials.

Regarding the Competition from other Societies and Private manufacturers, Out of the total 16 Societies, 12 Societies felt that there was a high competition, other Societies felt that it was low
and moderate. This is due to their withstanding capacity in the market in terms of the channels used, money invested and the annual turnover which enable them to face the Competition.

- The Problems faced by various Societies have been examined many problems, mobilizing finance, marketing of the products, controlling of costs, expanding the market, delay of raw materials, purchase of raw materials and outstanding liabilities are identified as common for most of the Societies. The periodical increase of member weavers is ranked as nine by one Society. Hence it is found that the major problem is mobilization of finance, which took first rank.

- Further it is found that there were different reasons for the delayed issues of Raw materials to the weavers. On many occasions Societies are facing the following problems. They are high stock, low sales, financial problems and non-availability of raw materials. Due to these problems some Societies are unable to give raw materials in time. But a few years back this problem is common for all the varieties of silk products of all the Societies. Then by reducing the stock on one hand and on the other hand, by increasing the sales by systematic advertisements, most of the Societies have over come this problem presently in Thanjavur District.

- The measures by the Government of Tamilnadu to boost the sale of silk products of various co-operative societies were taken for the study purpose. They were ranked with scores. It is understood that he rebate allowed by the Government of Tamilnadu was ranked first.

### Findings On The Basis Of The Functioning Of Private Manufacturers In Silk Handloom Industry Of Thanjavur District.

- It is revealed that 75 per cent of the private manufacturers engaged in the silk manufacturing industry in this district are sole proprietors. Only 25 per cent of the manufacturers are running partnership concerns.
Related to the Nature of Business Manufacturers involved it is evident that 15 manufacturers have their own looms and only 05 marketers do not have their own looms and they involve themselves in the buying and selling activities of the silk market. Hence, in this silk industry, most of the manufacturers are engaged in direct production and sale of the commodities. This clearly indicates they are enjoying maximum profits, that is, on one hand they are conscious of reducing the cost of production and on the other hand they are gaining more profits by immediate sales through direct sale and through agents.

It is possible for the private manufacturers to reduce the cost of production better than the Silk Cooperative Societies, because there is no mandatory of purchasing raw materials from any particular body as in the case of Silk Cooperative Handloom Societies. They can bargain with the suppliers at their level best. Finally they are fixing the rates for the raw materials, then the same is followed for a particular of time period. If any crisis occurs, again they revise their agreement for the purchase of raw materials.

In addition to these advantages they enjoy, there is another important factor which helps the private manufacturers. That is the quality of raw material being used for weaving. Most of the private manufacturers have been using only second and third grade quality of zari in weaving. This reduces the cost of production. Then by reducing the weight of the saree, the cost of the production is further reduced.

All this enables the private manufacturers to offer a high cost design at a lower price which attracts the low income people immediately. In the case of middle and high class people, during marriage occasions of their family they have to buy more number of sarees to satisfy their traditional needs, that is, to satisfy their close relatives by offering silk saree as marriage gift, in addition to the silk products they buy for Bride and Bridegroom. During these
times these people also prefer only the low cost silk products offered by the private manufacturers.

- This system of manufacturing low cost commodities is the prime most concern of the private manufacturers. Only by that way, they try to compete with the Silk Cooperative Societies.

- Then the varieties of silk products produced by Private Manufacturers are examined. It is derived that only a few private silk manufacturers are engaged in the production of Dothis and Skirt Bits. Therefore more number of manufacturers are engaged in producing of silk sarees.

- It is found that the private entrepreneurs involved in the silk industry, enjoy huge profits. But at the same time they have to face many problems depending on their business status and the quantum of market share both in the production and the sale of silk products.

- It is quite evident that most of the private manufacturers are facing the problem of managing their workers (weavers). This is the prime most problem they told at the time of interviewing them. The reason for this unfavorable situation prevailing in the industry is that the nature of the work which the industry needs, is more labour oriented. Hence, the workers have to be paid an advance amount in order to the retained. If any other entrepreneur is willing to pay more amount as advance, immediately the weavers will shift their owners. This highly interrupts the maintenance of labour force with them for a long period in this industry.

- Next to labour problem, there is the competition based on the commodities manufactured by other private merchants and also from the products marketed by the Cooperative Societies which have very high quality compared to the products of private manufacturers. This highly affects their marketing activities. This problem takes the second place among other problems faced by the private entrepreneurs in Thanjavur District.
• Marketing the products and the maintenance of more number of handlooms are considered other major problems.

• The Average Sales of Various Private Manufacturers done through Different Channels have been analyzed. It is found that there is significant difference between the mean sales of different channels of private manufacturers.

• From the study of ten Years Production of Silk Products by Various Private manufacturers in Thanjavur District, it is found that the production of various private manufacturers is very very significant. The silk sarees are sold at different prices in wholesale as well as in retail markets. The prices are fixed on their own based on the cost of raw materials, labour and other components involved.

• The sales were made on wholesale basis at maximum and on retail basis at minimum. But they concentrate more on retail business which will give more profit.

• The other purpose of the study is to know the profitability of silk industry at Thanjavur District. Thus, the researcher has compared and compiled the production and sales in the statistical table and found that production and sales of various manufacturers are positively correlated. Both the production and the sales move toward the same direction of increase always.

Findings based on the expectations and behavior of consumers of silk products.

• The researcher analysed the behavior of the consumers on the basis of the classification of the consumers age and their influence in the purchase of silk products. It is found that the consumers in the age group of 30-50 years trend to have more interest in buying the silk products.

• Then, as per the gender classification, most of the consumers are female. They form around 66 percent and only 34 per cent are
male. However, the gender classification does not influence much in the purchase of silk sarees among the customers.

- On the basis of the educational qualification of the customers, the researcher analysed how far it reflected in the market demand for silk products. It is very obvious that all customers are willing to purchase silk products. No one is against the purchase of the silk products since it is a product which has traditional needs in every family.

- Further with the occupation of the consumers and their influence in the purchase of silk products have been analysed. It is found that irrespective of the occupation, the customers are willing to purchase silk sarees according to their economic status.

- Next to occupation, monthly income of the consumers and their influence in the purchase of silk products are studied. The respondents who are earning a monthly income of Rs.10,000/- and below to Rs.30,000/- and above are included in the analysis. It is found that the consumers who are earning between Rs.10000/- and Rs. 20000/- purchase silk products more than others.

- Further the Buyer behaviour in purchasing of silk sarees among the brands offered by various societies in Thanjavur District is recorded. 62 per cent of the consumers have Thirubuvanam Silk Handloom Weavers Cooperative Society sarees, and Cholan Society silk sarees, which are established in Thirubuvanam village and which have branches all over Tamilnadu.

- From the feedback sources it is found that the demand of silk products has increased because of different factors. Took the first place advertisements took first place, secondly the Dealers aids. Third place goes to the buying pattern (psychological) of the family, that is, from whom they purchase every time when the need arises. Fourth place went to the feedback received from neighbours and friends.
• Further the marital status of the consumers and their interest in the purchase of silk sarees have been examined. But it is found that there is no association between consumers’ marital status and interest in silk sarees.

• In addition to the marital status, the number of silk sarees owned by the consumers and their marital status have been calculated to determine the future demand for the silk sarees. It is found that consumers’ marital status and the number of silk sarees owned are dependent.

• The different occasions of buying silk sarees by the consumers are evaluated. It is found that 60 per cent of the consumers purchase silk sarees during domestic functions and religious festivals. Hence, it also plays an important role in the buying pattern of silk sarees in this District.

• In connection with the different price range of commodities and consumers’ willingness about the buying behavior of the customers, it is found that only on the occasions like marriage they buy costly silk products and for other ordinary functions and routine formalities, they opt for the low cost commodities, that too, mostly from private parties.

• Time gap between the purchases of one silk saree and another has also been identified by the researcher. Out of the total consumers, the maximum of 154 consumers used to buy one silk saree in 2 years due to their lack of interest or lack of income. But 46 consumers used to buy silk sarees rarely or unintentionally.

• Related to the consumers’ opinion about the price level of silk sarees it is found that most of the consumers feel that it is moderate. Only a few have told that it is very high or very low.

• Further it is found that the increase in the price of silk products does not always decrease the demand for the products. The important reason for this peculiar impact is silk product always reveals status symbol which shows the conspicuous
consumption pattern of the consumers. Like wise the price hike will not in any way affect much the demand of the product, because this product is inevitable on many occasions. Anyhow most of the respondents have opined that the increase of price will definitely affect the demand of the commodities if not immediately, at least in future.

SUGGESTIONS

• The Society may try to increase its area of operation in a number of surrounding villages. So the weaving communities may be benefited by using the services of the Society.

• The total production and sales of the Society registered a fluctuating trend during the study period. The Society has to take necessary steps to increase the production and sales of the silk products in the District.

• Now a days a Society is facing heavy competition from other Societies as well as from the private silk manufacturers. To meet these challenges, they have to increase their performance efficiency by increasing the number of looms and by optimum capacity utilization in order to reduce its cost of production and to increase their sale.

• The Central and State Governments must increase the work for export of the silk sarees and other silk products to foreign countries particularly to European nations which prove to be a potential market for our traditional silk products. This will enable the silk industry to increase the sale of silk products. At the same time it will help to spread our cultural heritage all over the world.

• Globalization of markets for the silk products by the Silk Cooperative Societies itself may not be practically possible immediately. But the same can be done through their Agents. They can have their own company or by appointing a Franc icy etc. It all
depends on their own decisions. Unless the Societies stimulate the Agents by giving some special offer during the introductory stage of globalization (for example by giving a special price compared to the domestic market) they may hesitate to enter the global market.

- Very long back, the Directorate has taken several steps for globalizing their silk products. Based on that, some special products have also been produced.

- Now these products are sold in the country, Sweden, indirectly through an agent. Her name is Mrs. Priyamani, an Indian lady settled in Sweden. The silk products which are in high demand in the country are
  - Garments, Silk Chudithar
  - Window curtains, Silk Stole (Scarf worn around the shoulders)
  - Bed spread and
  - Pillow cover

- Only The Thirubuvanam Silk Handloom Weavers Cooperative Society involves in this type of global business. However, the Governments should take proper motivation to all the Societies to globalize their business.

- This will help the dominating Societies to concentrate on global business, in addition to their domestic business. This will be of great help to the sick silk societies which are unable to cope up with the competitions exerted by the dominating Societies in this District. So this will definitely prove to be a great boon to those sick societies to have a healthy survival at any cost in future.

- The Handloom Cooperative Society is established for mutual benefit, weaver benefit, and the improvement in their socio-economic conditions. Hence, the Government must take necessary steps to improve the benefit of the weavers.
• The purchase price of the Government Societies has to be reformed with uniformity to compete with other Silk Societies. Hence, the suggestion is made to the Government to fix the retail price and wholesale price uniformly.

• Both Private and Government Societies have to concentrate more on the procurement of materials and supply the same to the weaver communities in time, so that it improves the efficiency of the weavers which could be found out in the finished products in a qualitative manner.

• The Societies are not concentrating in the buyback schemes. Some of the private sellers are doing the same in the name of exchange mela. Hence, it is suggested to the Societies involved in large scale business to do the same by taking back the old silk products at a reasonable cost which should be more profitable to the customers than the price offered by the private body. This will greatly induce the present sales of silk products.

• The Silk Weavers Cooperative Societies should be managed by professionally competent, qualified and experienced personnel supported by an efficient information system which is necessary for making effective decisions in planning and controlling.

• All the Silk Cooperative Societies should concentrate on the introduction of new patterns and designs. Modernization should be done to improve the sales of the Silk Weavers Cooperative Societies.

• To improve efficiency and productivity of the weavers and employees, it is necessary to provide both operational training and managerial training to the weavers and employees.

• There are some Silk Weavers Cooperative Societies struggling for their survival in this District. They should improve their operational efficiency by taking various measures to yield the social surplus at least for the payment of wages and salaries to their weavers and staff members.
• Cash position of the Societies should be improved by reducing the excessive investment in the form of inventories and through prompt collection of debts.

• Appropriate initiatives and steps should be taken for promoting the sale of silk products by proper advertisement which will improve the turnover and profitability of the Societies.

• To increase the profitability of the Silk Weavers Cooperative Societies, it is suggested to control the cost of goods sold and operating expenses by adopting cost reduction techniques.

• It is suggested that the Societies functioning with high profits may try to expand their business at the international level.

• It is found that only a very few societies have been concentrating on advertisement since they have sound financial status. All the other also should try to give proper advertisement according to their status to improve their sales in future. Moreover the Societies which are already giving add should clearly indicate the name of their concern not giving any acronym for the name of their society, they have to give full name of their society.

• For example one of the important Societies in this district is The Thirubuvanam Silk Handloom Cooperative Society. While giving advertisements, the name of the society is announced as THICO SILKS. This abbreviation is not very much of familiar as the full name of the Society’s reputation among the customers. It is found so very well while collecting data from the consumers of silk products.

• In respect to the credit Facility available for raw materials all Societies have accepted that there was a credit facility available, that is, from one month to one and half months. Therefore it is suggested that this credit facility may be increased in future to strengthen the societies to have a healthy competitive environment. Otherwise, the Societies could not reach the customers in time.
• It is suggested that more number of measures have to be taken to face the competition. Some of them are cost reduction, advertisements, increasing the channels, and introducing new designs and try to become a leader of the industry which ultimately increases the image of the Society and in turn the profit of the organization will increase in future.

• It is suggested that all the items of silk products are to made by handlooms, which requires more patience and high concentration and involvement. Otherwise wastages will become a major factor resulting in the source to increase cost of production which ultimately will reduce profits. Therefore, in the case of private manufacturers it is very important to retain trained and skilled weavers with them.

• In the case of private manufacturers, production and sales of silk products depend on their image among the customers and the loyalty earned from the middlemen involved in their trade and their Business status in the silk industry. It is suggested that these aspects have to be properly given weightage to retain their channel as well as their customers.

• For the purpose of the research study, the sales revenue of the various private manufacturers were collected from the records of the private manufacturers for 10 years from 1998-99 to 2007-08. To maintain their status and to expand their market it is suggested proper advertisements are essential to remind the customers about their existence. This will motivate their existing customers who are already having strong psychological feelings about their seller and also will attract new customers.
CONCLUSION

The researcher is well aware of the social aspects and implications involved in the research topic of his thesis, as present day researches tend to be. The silk industry, especially the handloom sector therein, is deeply interfused with the culture and tradition of India. It has great employment potential and as such it is a valuable contributor to social welfare. The Annual Report 2008-09 presented by the Ministry of Textiles starts as follows:

The handloom sector plays an important role in the Country’s economy. It is one of the largest economic activities after agriculture. This sector today, with about 35 lakhs looms, provides employment to 65 lakh persons out of which about 60.6% are women and about 36% belong to scheduled castes and scheduled tribes.

So this sector has to be developed and maintained vibrant and healthy.

This study has focused on different aspects of the industry like production, sales, turnover, customer expectations, present and future trends for the marketing opportunities for the silk products in Thanjavur District, etc. The researcher stresses the point throughout his thesis that the handloom silk sector can show a sign of growth, improvement and reach Himalayan heights only when the quality of lives led by the craftsman is improved.

What is required is a holistic package to revive and reform a sector that may develop difficulties and disturbances without proper nurturing. The above mentioned Annual Report of the Textiles Ministry summarizes the problems in the following statement.

The sector is beset with various problems, such as obsolete technology, unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing links, overall stagnation of production and sales and above all, competition from powerlooms and mill sector.
It is highly encouraging to note the various steps taken by the Government to step up this sector through various ways like the implementation of Handloom Reservation Act and the formation of multiple Schemes such as Integrated Handlooms Development Scheme, Mill Gate Price Scheme (MGPS), Diversified Handloom Development Scheme (DHDS), Handloom Weavers Comprehensive Welfare Scheme, Marketing and Export Promotion Scheme, etc. However mere financial assistance is not sufficient to solve the problems. The weavers have to be made alive to better know-how in production and management.

No doubt India is a land of diversities. That has proved to be the nation's strength, not its weakness. This is reflected in the silk industry also, especially in the handloom sector. There are quite a good number of Co-operative Societies and Private Manufacturers. Healthy competitions prevail between them and other brands also.

A ray of hope dawns when the success of the Thirubuvanan Silk Handloom Co-operative Society shines so bright on the silky sky. It remains a guiding star to other Societies and even to some of the Private Manufacturers.

So further detailed research studies on the silk industry for the following aspects can be attempted.

**Scope for Future Studies**

- A Study to find out the Performance appraisal and the financial status of Silk Handloom Cooperative Societies functioning in Thanjavur District.

- A Study to find out the Socio-Economic problems of weavers working in the silk industry and to give suggestions to overcome the problems in the District.
• A Study on the basis of the current problems of silk product exports and to find out ways and means to promote export in order to strengthen the Handloom silk Industry in India.

• A Comparative analysis about the performance of Indian Sericulture industry with respect to the performances of other countries.

• A Study to analyse the present and future opportunities for the export of Indian silk varieties may be carried out.

• Welfare measures offered by the State and Central Governments for the promotion of weaving community engaged in the handloom industry may be analyzed in detail.