CHAPTER IX

SUMMARY, FINDINGS AND POLICY SUGGESTIONS

9.0 From the present research study it is learnt that Handloom industry plays an important role in India. It contributes nearly 40 per cent to the national income. It is an important source of foreign exchange earnings of this district. Besides, it gives lot of employment, income and provides dressing materials to our people. Many findings are made from the present research study. It is found out that this district has 78 primary handloom societies, one assistant directors office and many other staff executives. The A.D office started to function in the year 1987. As the primary aim of the study was to trace the marketing conditions of handloom products in Kanyakumari district, a genuine attempt was made in the introductory chapter itself to explain with the chronological sequence, the various stages of growth of handloom industry in Kanyakumari district, socio-economic
conditions of sellers, the production of handloom fabrics, their prices, marketing systems, financing, total societies, the various schemes for developing the handloom industry sales and the exports.

Since the study was undertaken with all the relevant analyses it was possible for the investigator to point out with authenticity that the handloom industry in Kanyakumari district has a history of more than two thousand years. But, it is interesting to observe that the handloom industry which was dominated by the Challiyars to start with a place called Kottar, which itself to be a famous centre for marketing handloom fabrics. The other major findings of the present research study are as follows:

9.1 FINDINGS

1. The Primary Weavers Co-operative Societies of Kanyakumari District purchase raw materials from the Apex society or from the National Handloom Development Corporation. They give them to the members of the society and converted it into finished products. They dyes are also purchasing from the National Handloom Development Corporation, Coimbatore.

2. From one kilogram of hank yarn, ten meters of handloom cloth can be produced. The weavers are working 8 to 12 hours for weaving 2 dothies and they get Rs.68 as wages. The wages are
high for producing dothies in Kerala when compared to Kanyakumari district. So Kerala Co-optex purchase dothies from our district. This leads to increase these of dothies in our district.

3. Handloom industries are more concentrated in Vadasery, Karunkal, Eraniel, Palliyadi, Thengapattinam and Marthandam areas. The handloom fabrics produced in this district are Sarees, Dothies, Towels, Bed-sheets etc., and made-ups such as Churidars, Shirts etc.

4. The handloom industry employs nearly 1 lakh people including weavers, dyers, sellers and other handloom workers.

5. The handloom cloth is always stronger than the same type of mill made or powerloom cloth due to double reeds, proper sizing, natural fibre base and lower sped of weaving. Because of human touch, every piece certifies the art and tradition of craftsman.

6. The cost price of handloom cloth in Kanyakumari district is fixed by adding wage, dyeing wage, weight, dearness-allowance, bleaching and calendaring charge. Selling price is fixed by 15 per cent of profit margin with cost price in primary
weavers co-operative societies and 20 per cent to 40 per cent by
the other retail sellers.

7. In case of sales there are direct sales to consumers, wholesale to
merchants, export and consignment sales. Consignment sales
take place only in Primary Weaves Co-operative Societies (ie)
The Primary Weavers Co-operative Society gives the product to
the other societies by fixing a commission rate.

8. There are four co-optex showrooms in Kanyakumari district and
one yarn go-down which is situated in Nagercoil. The co-optex
has introduced, numerous techniques of pushing up the annual
sale of handloom products.

9. Sales of handloom products increase during festival seasons
such as Pongal, Deepavali and Christmas in Tamil Nadu and
Onam in Kerala. The sellers of Kanyakumari district are of the
view that selling dhothies are more profitable than other
handloom products, because more dhothies are sold to the
neighbour State Kerala.

10. The handloom products are exported to the districts like Karoor,
Erode and Madurai from Kanyakumari district.
11. The weavers weave their cloth in their own loom at their residence. The looms occupied the large place of the house and it would create pollution.

12. Due to irregular employment and low earnings, the weavers are shifting their work from weaving to other activities. Only female weaver are participating in the regular weaving work, but they are not able to get any maternity benefits from the society.

13. In Kanyakumari district yarn is not getting in time, which reduces the tendency of producing handloom cloth and affect the seasonal selling. Also the handloom seems to suffer by the differential railway charges on cloth or yarn.

14. Though handlooms are spread in many places of Kanyakumari district, yarn is not produced in this district.

15. The primary health centres are not functioning regularly in Kanyakumari district. So it is difficult to get free treatment to the handloom workers of this district.

16. There is only society dye-house and no central dye-house in Kanyakumari district.

17. It is difficult to market the handloom products without rebate. 30 per cent rebate has been announced by the Government of Tamil Nadu from 16th January to 28th February 2005. The
co-optex are unable to avoid the problem of stock pile up. This is undoubtedly the root cause for the loss suffered by the weaver’s co-operative societies.

18. The handloom sector lacks a well equipped market intelligence to give guidance on sales and export promotion, whereas the sellers and exporters of powerloom has made dependable system of market intelligence, provided by their contracts abroad.

19. This research study also clearly reveals the fact that there are lot of production and marketing problems for the handloom industry of Kanyakumari District.

9.2 SUGGESTIONS

Based on the various essential findings of the present research study, the following vital suggestions are made for the effective functioning of handloom industry in this district in the days to come. They may be enlisted as follows:

1. Government

The government should take steps to increase the supply of yarn at a lower price. The policy regarding the continuous production and marketing of handloom products should be strictly made ‘consistent’ and more effective.
2. Export

Before starting to manufacture a product, an effort should be taken to understand what the market needs. This will act as an assurance against rejection of export orders.

3. Banks go to Aid

Loans should be sanctioned by the board to the sellers up to a maximum for urgent purpose and to purchase vehicles such as bicycles or motor cycles for the hawkers. It should be recovered within one year from the date of issue.

4. Technology and Modernisation

Greater emphasis should be given on the modernisation of looms which minimises cost and brings more returns. To provide financial aid for this purpose a separate bank should be opened.

5. R & D. Programme

For improved quality control, research and development cell and design centres should be opened by the government in Kanyakumari district. Unless substantial sums are not spent for such design centres, the handloom industry cannot break into new paths and new markets. Also the long felt need in this district is that a design centre require export guidance and high grade designers. The
government also upgrade the skill of sellers through training programmes.

6. Innovations

By introducing new products and new designs handlooms can be strengthened. Awards should be announced for the best society for manufacturing new products, the society which conduct more exhibitions and sales more clothes and for the best exporter, by the Government of Tamil Nadu.

7. Exhibits

Exhibitions should be conducted frequently in this district and new varieties of fabrics and made-ups should bring for sale.

8. Sales Promotion

Publicity, salesmanship and advertisement on modern lines is a must for this industry, not only in Kanyakumari district, but abroad too. Every media should be fully utilized for popularising handlooms.

9. International Development

In order to popularise the handloom products, sales depots should be opened at spots where in foreign nationals visits in large number, thereby the society can dispose its products by appointing selling agents and canvassing agents. For instance, outlets dealing
with handloom goods should be opened in places of tourists importance. Further handloom products outlets should be opened in international airports.

Whenever foreign delegates pay a visit to Kanyakumari district on any purpose, they may be offered a good variety of handloom products as a bouquet. After all a satisfied customer is a good advertisement.

10. Widening of Knowledge of Weavers

Study tours on abroad can be given to the handloom sellers for the purpose of increasing sales. Also a thrust should be opened for the welfare of the producers and sellers.

11. Globalisation

In an era of Globalisation, the New Economic Policy Scenario, resorting to internet becomes indispensable to create ‘trade and connectivity’ with the buyer even in ‘distant markets’. In this direction, the manufacturers of the handloom sector can create a ‘website’, describing the future sales promotions of their products. This is sure to fetch more number of exporters of our handloom products to various far and near markets, on a larger scale and to withstand in world trade competitions.