CHAPTER I

INTRODUCTION

1.0 Handloom Industry is the oldest industry in the country and has a glorious heritage. It is a very great small scale industry as well as a famous and highly labour-intensive cottage industry, which provides employment to millions of people next to agriculture. Weaving remain unchanged for hundreds of years until ‘Johnkey’ devised the flying shuttle, which enabled a weaver to knock the shuttle across the loom and back again using one hand only. The speed of weaving was doubled, and a single weaver could make cloths of any width, whereas previously two men had sat together at a loom to make broad cloth.¹ The word handloom derives its meaning from the process of operation by hand of a wooden structure called loom. The weaving process consisted of interlacing one set of threads of yarn (the warp)

¹ N. Sundara Pandian, Growth and Prospects of Handloom Industry in India, Kanishka Publishers, New Delhi, p.324.
with another (the weft). The warp threads are stretched lengthwise in
the weaving loom. The weft, the cross threads are woven into the warp
to make the cloth.\textsuperscript{2} The present research study is highly a pecuniary
subject and it has very high scope and significance, in the days to
come.

1.1 ORIGIN OF HANDLOOM INDUSTRY

Handloom industry was devised about 2000 years ago and
was brought to England by Romans. There is a solid evidence that
man was practising the art of weaving in the mid 5\textsuperscript{th} millennium BC
and the evidence indicates that time had been practising of long enough
to have grown fairly sophisticated in his techniques.\textsuperscript{3} For centuries
following the Ramayana era the weavers as citizens of India have left
themselves to the historical traditions of an ancient system. With in
this overall pattern individuals like Buddha, Mahavir and amongst the
weaver community Habir have come forward to modify the existing
individuals to give them back the fundamental quality of self
authority.\textsuperscript{4}

1.2 HISTORICAL BACKGROUND OF HANDLOOM INDUSTRY

Historians consider India as the birth place of cotton

\textsuperscript{3} A Society of Gentlemen in Scotland, \textit{Encyclopaedia Britannica}, Vol.23, First Published in 1768, p.18.
Ltd., Calcutta, p.2.
manufactured which is recorded to have originated during the vedic period. In one of the remarkable passage in veda it is made to understand “the sacrifice drawn out with threads on every side, stretched by hundred sacred ministries, they sit besides the warp and cry, weave forth and the man unbinds it, even to this vault of heaven hath he out-spun it. These pegs are fastened to the seat of worship. They made the soma hymns their weaving shuttle. The importance of the industry and its exquisiteness has been widely acclaimed by ancient writers – Chaoluka, Marcopolo, Renaudot etc. Renaudot states that in Dalicut, garments are made in an extra ordinary manner that nowhere else are the like to be seen.5

1.3 HANDLOOM INDUSTRY IN INDIA

Growing and manufacturing of cotton was not unknown to India even as early as 3000 B.C. The handloom fabrics of India occupied an unique position in early civilization of Egypt, Rome and Babylon. Marcopolo (13th century A.D) observed that “Masulipatam produced the finest and most beautiful cotton to be found in any part of the world.”6

In origination the handloom industry is based on cooperative and private ownership. On rough estimate, about 10 million

6 "Handloom Weaving Industry in India", 105, Abdul Rehman Street, Bombay, p.17.
workers are employed in this industry. The fruits of the industry are actually grabbed by the moneylenders, master weavers and middlemen.\footnote{K.S. Suresh Kumar, "The Economic Impact of Handloom Co-operatives on Weavers", \textit{Kurukshetra}, 4, Vol.XII, No 4, February 1998, p.4.}

1.4 HANDLOOM INDUSTRY IN TAMIL NADU

Tamil Nadu is one of the pioneer States of the country in the field of Textile industry, comprising handlooms, powerlooms and mill sectors. In Tamil Nadu, the weavers belong to all religions, Hindu, Muslim and Christians. There is a disparity between the wage earners of the mill worker and the handloom weaver.\footnote{Akurathi Venkateswara Rao, "The Credit of Handloom Weaving" \textit{Tamil Nadu Journal of Co-operation}, Vol.XII, No.5, 1991, p.148.}

1.5 HANDLOOM INDUSTRY DURING PRE-INDEPENDENCE PERIOD

The origin and growth of Indian handloom textiles have been discussed under Indus Valley Civilization, Vedic period, Mauryan period, Greek influence, Indian brocades, shawls of India, Indian embroidery, Indian dyed and printed fabrics, eighteenth century and nineteenth century.\footnote{N. Soundara Pandian, \textit{Growth and Prospect of Handloom Industry in India}, Kanistka Publishers, New Delhi, pp.3-6.}

1.6 HANDLOOM SECTOR DURING POST-INDEPENDENCE

In fact, the textile mill sector rise with the effect of
Industrial Revolution, the increased number of powerlooms create unemployment among the handloom weavers. In 1948, the government set up a Handloom Standing Committee to curtail the competition of powerloom and mill sectors against handloom sector.¹⁰

1.7 HANDLOOM INDUSTRY IN KANYAKUMARI DISTRICT

Handloom industry in Kanyakumari district first established in a place called Kottar a few kilometre away from Nagercoil. The art of hand spinning and weaving was specially confined to a small class of people called the saliars. They had desented from the very famous ‘Salia Rishi’ who was endowed with a mine of information about handloom techniques.

Lured by the excellent pecuniary prospects of the handloom industry, weavers from far and near migrated to Kottar. The S.M.R.V. Handloom Technical Institute of Nagercoil, was established in 1880.

The advent of the ‘Pattunulkar’ (native people of Kottar) added one more dimensions at producing golden threads and golden lace works.¹¹

¹⁰ N. Soundara Pandian, Growth and Prospect of Handloom Industry in India, Kanishka Publishers, New Delhi, pp.6-10.
¹¹ Report from the Office of the Assistant Director of Handloom and Textiles, Nagercoil, 2002, p.3.
1.8 IMPORTANCE OF THE INDUSTRY

Handloom industry assumes importance because it not only meets clothing needs of the people, but also gives expression to Indian art and culture, craftsmanship and heritage. The industry continues as a partner with the mill sector and the khadi sector. Moreover it gives gainful occupation to many people in the decentralised sector of the country.

1.9 WOMEN PARTICIPATION IN HANDLOOM INDUSTRY

The women are the foundation pillars of the weaving community. She can purchase the yarn, go through the various interfaces and sit on the loom with equal proficiency. According to Gandhiji “If she is weak in striking, she is strong in suffering.”

The work participation rate for female has been showing an increasing trend. The increase is noted both in rural and urban areas, comparatively smaller in urban areas.

1.10 MIGRATION

There have been migration among three states such as Tamil Nadu, Andhra Pradesh and Kerala. Tamil Nadu has weavers who have migrated from other states. Many of the migrants are from

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Background or Motivation of the Study

In olden ages the Handloom Industry had a very good name and fame in India and abroad. The general public and kingsmen purchased handloom cloths in bulk quantities and hence handloom cloths had a very good flourishing business or market till the dawn of the 19th century. But, after the inception of ‘Industrial Revolution’ in Great Britain and in other European countries, it spread to India, created a great set back of handloom industry and lost bulk of its marketing conditions.

The introduction of Mill sector and the powerloom sector severely affected the favourable marketing activities of the handloom cloths. Hence, it created a great dislocation to the big handloom industry not only in the whole of India but also especially in the study area, that is Kanyakumari district.

Therefore, this great dislocation and decrease in the overall marketing conditions had made a very great problem to the handloom industry and its good marketing conditions afterwards, till the recent past. This had motivated the present writer to make an overall and detailed study and analysis about the marketing conditions and its salient problems and also to give some useful suggestions to once again renew the existing marketing conditions of the handloom products to the expected level, in the days to come.
Saurashtra and Andhra Pradesh. Some of the Saurashtrians migrated more than 700 years ago.\textsuperscript{14}

1.11 NEED OF THE STUDY

The capital investment, labour productivity, labour welfare pricing policies and marketing have all been found that there is a need to make detailed study of the important elements of this industry. The bulk of rural population in India depends on handloom for their livelihood.

1.12 ROLE OF HANDLOOM SECTOR IN INDIA

The Government of India’s policy for the handloom sector had two objectives, social and economic. The business objectives anchored in the thrust for growth, were to update old technology, innovativeness, increase productivity, introduce new colours, new designs and to export the handloom fabrics.\textsuperscript{15}

1.13 ORGANISATIONS OF HANDLOOM WEAVERS

There are four major systems or organisations of the industry. They are,

a) \textbf{Master Weavers}: Master weavers are pioneers in introducing new designs and in developing new markets.


\textsuperscript{15} \textit{Ibid.}, p.57.
b) **Independent Weaver:** The weaver working under the master weaver, works in his own loom with the help of family labour.

c) **Factory System:** Factories were first introduced in the Cannanore area of Malabar in the 19th century and were encouraged by the Government of Madras.

d) **Co-operative System:** The first co-operatives of weavers came up in Kanchipuram in 1905. Most co-operatives cater the weavers who own looms.  

### 1.14 DIFFERENT TYPES OF HANDLOOMS

Handloom was given different names depending on the mode of operation. It was known as throw-shuttle pitloom. When the workers operates it by throwing the shuttle from one side to the another with either of his hands, sitting on the edges of a small pit in which the heads could be conveniently operated with his legs.

The improved fly-shuttle which swing the shuttle from one side to the other by pulling the strings tied to the shuttle-driving cocks on either side.

The loom was taken out of the pit and fitted on the frame and hence called Frame loom.

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Primitive looms where weft is threaded by hand for interlacing the warp ends.

The Vertical looms like woollen blanket looms, weaver looms and tape looms are also included.17

1.15 CO-OPERATIVE SPINNING MILLS

The Tamil Nadu Government, evolved a system for regular supply of hank yarn to the handloom weavers under the co-operative fold. In 1963, the Kanyakumari District Co-operative Spinning Mills Limited (Kanya spin) was set up at Aralvaimozhi and started production on December 9, 1965. There are 18 co-operative spinning mills functioning in Tamil Nadu.18

1.16 MEANING AND DEFINITION OF CO-OPERATION

Co-operative is the sense of joint working of two or more persons as old as human society. According to the co-operative planning committee 1946 “co-operation is a form of organisation in which persons voluntarily associated together on a basis of equality for the promotion of their economic interests”.19

17 Handloom Weaving Industry in India, Abdul Rehman Street, Bombay, p.30.
According to Belgian "A Co-operative Society is one which is composed of members whose numbers and holdings are variable and whose share are not transferable to the third parties".\(^{20}\)

1.17 HANDLOOM CO-OPERATIVE ORGANISATION

The first weavers co-operative society was formed in 1905. As yarn was in short supply, the distribution of same through weavers co-operatives give a fillip to the movement and by September 1953 one lakh looms had come in to co-operative fold.\(^{21}\)

1.18 OBJECTIVES OF THE WEAVERS CO-OPERATIVE SOCIETY

The By-laws of a weavers co-operative society show the following objectives:

1. To improve the economic conditions of the weavers of handloom industry.

2. To raise the money required for the society from weavers and others by issuing shares and borrowing by way of deposits.

3. To purchase raw materials and other appliance required to the society establishment.


4. To give advance of the weavers members to purchase yarn and other materials to convert into finished goods and pay wages for the finished goods and to make regular employment and to create good market.

5. To act as an agent for the joint purchase of the domestic and other requirements for its members and sale of their finished goods.

6. To obtain regular contracts for its goods from government and public bodies with the help of the co-operative members.^^

1.19 TYPES OF HANDLOOM CO-OPERATIVE SOCIETIES

There are three types of handloom co-operative societies.

a) **The Apex Weavers Co-operative Society**: In this case, only purchase and sale is done. The apex society purchase handloom products only from primary and industrial weavers co-operative societies and not from private societies.

b) **The Primary Weavers Co-operative Society**: Here the co-operative society supplies yarn to the weavers having own looms and pays wage when the products is returned. The members of the society also get a share in the profit of the society. They are termed as ‘Co-operative Weavers’.

c) **Industrial Weavers Co-operative Society:** Industrial co-operative societies enrol members from among the loom-less weavers. The society, itself, is running a number of looms in a particular place and the members get the employment in the industrial estate. The weavers get the piece of wage rate.²³

1.20 HANDLOOM CO-OPERATIVES AND MARKETING

As most handloom weavers co-operatives are small and have limited financial resources and a relatively small work forces which lack specialist business skills, it is important to have considerable thought to their business activities. Also co-operatives must be sure to focus its attention on satisfying the needs of its distinctive customers.²⁴

1.21 HANDLOOM PROCESSING – DYEING

Dyeing plays a key role in maintaining quality. A considerable percentage of rejection of import orders is partly due to faulty dyeing. There is a very little supply of fast colour dyes, since a very few companies produce dyes and chemicals. “Sunfast Variety” which are said to be most dependable colours are hardly made available for the handloom cloth produced. As far as the cottage

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handloom dyes are concerned the chemical testing goes through three important processes. a) Soaking and bleaching; b) Actual dyeing; c) Finishing. The Tamil Nadu Co-operative Textile Processing Mills was started during the year 1973.25

1.22 KINDS OF PRODUCTION TECHNOLOGY

There are several stages involved in the production of handloom cloth starting from the stage of purchase of yarn. They are as follows.

1.22.1 Purchase of Yarn

Yarn is usually purchased either from the local market or from the co-operative market or directly from the spinning mills. The co-operative societies in Kanyakumari district purchase yarn mostly from the Tamil Nadu Co-operative Handloom Market Federation.

1.22.2 Dyeing Process

If the yarn is undyed it has to be dyed locally. Most of the co-operative societies make dyeing yarn either from co-operative dye houses or either from government approved dye houses.

1.22.3 Loosening, Twisting, Rewinding and Warping

Loosening and twisting are based on the counts of yarn. Rewinding of yarn is done on reels and hands. After rewinding, the

yarn has to be warped. The warp yarn is usually warped on round wooden frame.

1.22.4 Dressing and Sizing

Dressing and sizing are usually done at the time of dyeing and repeated after warping.

1.22.5 Piecing

Piecing refers to the joining of the thread ends of the old warp with the thread ends of the new warp. Each loom contains at least one set of reeds and one set of heals.

1.22.6 Fixing the Warp with the Loom and Weaving

After piecing, warp yarn is divided by many segments and is tied in the loom. One end of it is fixed to the cloth beam and other end to the warp beam.26

1.23 PRICING

The handloom co-operatives must protect the interest of the poor handloom weavers and consumers. The fairness is determined by the price tags. Price is the quantity of money that has to be

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exchanged for one unit of a good or service. Price must be expressed in currency.  

1.24 MEANING OF HANDLOOM MARKETING

Marketing is the effective management by an organisation of its exchange relations with its various markets and publics.

All organisations operates in an environment of one or more markets and publics. A university operates in a student market, faculty market, donor market and public union market. A political party operates in a voter market, contributor market and interest group market. Each market is made up of significant sub groups called market segment with particular needs and preferences.

1.24.1 Modern Marketing is Consumer Oriented

Modern marketing is a dynamic field of business activity. In the simplest form it contained three elements.

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Production -> Sales
Consumer
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The village handloom seller has his shop in front of his house, purchase the products, sold them, delivered them and collected

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28 Philip Kotler, Marketing for Non-profit Organisations.
the money all by himself. He is in close contact with his customers. Misjudgement of consumer demand was known to him directly and almost immediately. He was also in a position to make changes in his product to bring it in line with the demands of his customers. And this was possible only because of the flow of information about the customers needs and desires.\textsuperscript{29}

The term ‘Market’ is a common usage, refers to a place were commodities are brought and sold. Buyers and sellers are the principal actors in that place.\textsuperscript{30}

1.25 ESSENTIALS OF GOOD MARKETING

Good quality of product, staying power, good means of transport and organised markets are real norms of a best marketing factors.

1.26 GROWTH AND DEVELOPMENT OF MARKETING

In the last twenty years the marketing landscape has changed. Technological developments have brought about information revolution, thereby increasing the level of customer’s knowledge. Now the old lesson of 4p’s (product, price, place and promotion) have

\textsuperscript{29} Rajan Nair, \textit{Marketing}, Sultan chand & Sons, Daryaganj, New Delhi, p.16.
\textsuperscript{30} R.S.N. Pillai and Bagavathi, \textit{Marketing}, pp.362-364.
given the way to 4c’s (customer, cost, convenience and communication).  

1.27 UNDERSTANDING CUSTOMERS

Customers are those who are buyers and the decision making processes of buyers, are included by internal factors such as personality, beliefs, attitudes motivation and memory and by external factors such as resources, family influences and associates. In the case of handloom fabrics, the personality, resources and reference groups play an important role.  

1.28 CHANNELS OF MARKETING

Marketing channels mean the real distribution networks. Marketing channel is a path traced in the direct or indirect transfer of ownership to a product, as it moves from a producer to an ultimate consumer. Handloom products can be sold gainfully only through better and effective marketing means.

1.29 IMPORTANT HANDLOOM PRODUCTS DISTRIBUTION CHANNELS

Following are the important distribution channels:

a) From the manufacturer direct to the consumer.

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b) From the manufacturer to the retailer and then to the customer.

c) From the manufacturer to the wholesaler, then from the wholesaler to the retailer and then to the customer.

d) From the manufacturer to the commission agent, then from the agent to the wholesaler and retailer to the customer.

e) From the manufacturer to wholesaler and then to the customer.

Local sales, showroom sales, sales through handloom board showroom, sales through Tamil Nadu marketing industrial co-operative society and government dealers are some of the important channels of distributions.

(i) Local Sales

Local sales is made at the production centre and at the office of the society where retail as well as wholesales taken place. The dealers from various parts of Tamil Nadu outside, the state inspect the product and make purchase.

(ii) Private Dealers

A large number of private dealers of Tamil Nadu and various parts of India are regular customers of the societies handloom products.

(iii) Display of Products

In the Nagercoil showroom the goods are displayed in an
attractive way. It attracts the public and in turn become the customers of the society.

(iv) Tamil Nadu Co-operative Handloom Market Federation

The Apex society of the handloom co-operatives in the Tamil Nadu State, popularly called as Co-optex and it was established in 1935. The BUTTERFLY symbol is today synonymous with quality, durability and beauty.

1.29.1 Management of Co-optex

In accordance with the co-operative societies act, the management of co-optex was rested in the board of directors comprising elected members and government nominees.

For upgradation of technology in the handloom sector for product development, the co-optex is maintaining design-cum-service centres to cater need for introducing new designs in handloom product which helps in providing improved employment opportunities.

Co-optex has stated using computer recently to have timely and meaningful information on its markets, products, showrooms, societies production, payment, personnel, product development, design and colour. Computerization of billing is proposed to be introduced in some of the showrooms on pilot basis.
1.29.2 **Functions of Co-optex**

The functions are to procure and supply raw materials mainly yarn to the primary weavers co-operative societies and to extend marketing supports in selling the handloom goods produced by the primaries.\(^3\)

1.29.3 **Janatha Cloth Scheme**

Janatha cloth scheme is implemented through co-optex. The Janatha cloth is distributed to the weaker sections through Tamil Nadu Consumer Co-operative Federation and Co-optex showrooms. The cloth is sold at the consumer price fixed by the government of India for each variety. The co-operative spinning mills are supplying the required yarn and the primary weavers co-operative societies are producing the required cloth for this scheme.\(^4\)

1.30 **MARKETING INFRASTRUCTURE**

Under National Co-operative Development Corporation Assistance, Co-optex has also constructed warehouses at Tirunelveli, Madurai, Salem, Cuddalore, Coimbatore and Madras, as far as Tamil Nadu is concerned. The important infrastructures of handloom marketing are,

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i) Storage

Storage is an exercise of human foresight by means of which commodities are protected from deterioration and surplus supplies are carried over for future consumption in seasons of scarcity.

ii) Warehousing

There are licenced warehouses which accept imported goods for storage till payment of duty is made. The proprietors of such warehouses are bound of keeping the goods for sale.

iii) Standardisation

Standardisation is the process by which a standard already decided is attained. It is considered to be a facilitating ancillary function of marketing.

iv) Grading

Grading is a process of sorting individual specimens of a given product to a standard grades or classes to which they belong. Grading renders the distribution of goods easier at all stage.

1.31 PURPOSE OF BUYING

The purpose of buying policy are, (a) To determine what to buy; (b) When and how to buy and (c) To negotiate price and terms.

1.32 VARIOUS ELEMENTS OF SELLING

Pre-planning is the most important activity in the field of
sales. The various elements are, (a) Product planning; (b) Selection of channels of distribution; (c) Creation of demand and Customers services.\textsuperscript{35}

1.33 TRANSPORTATION

Raw materials and finished products are procured from various parts and brought to the production spots and markets by road transport system and railway transport systems. In the past years, yarns were transported by means of bullock carts.

1.34 REBATES

In order to boost-up the sales, the Government of Tamil Nadu is concurrence with the Government of India, and handloom board has introduced a rebate scheme. The handloom board allows a rebate of 20 per cent on the purchase of handloom products made by the co-operatives of Tamil Nadu.

1.34.1 \textbf{Origin of the Scheme}

The handloom weavers have been getting financial support in one form or other from the very inception of the movement from various sources, from the very beginning.

The East India company while assuming state administration in India during the later part of the 17\textsuperscript{th} century

abolished a tax called ‘Moturpha’ levied on weavers. Based on the recommendations by weavers co-operative societies the government decided to impose cede on the imported yarn and to contribute equal amount collected. The amount thus created was used for the development of the societies. Due to the competition from indigenous mill the government impose additional tax on mill made cloth from 1953 and utilized the amount for the development for the weavers co-operative societies. Thus, the rebate scheme came into existence in 1956.\textsuperscript{36}

1.35 EXPORTS

While projecting marketing strategy, exports will have to be given a predominant place. In the international market, there is a growing demand for handloom cloth and its garments.

Handloom Export Promotion Council was set up in the year 1965 to promote export of all handloom items. The council, has the regional office of Delhi and Mumbai.\textsuperscript{37}

1.36 HANDLOOM AND POWERLOOM INDUSTRY

The intense concentration of the loom at all the time leads to eyestrain and fatigue. Business in the powerloom industry is


common. Around 60 lakh weavers were engaged in 30 lakh looms in the country and their present working conditions were most ‘pathetic’.

One powerloom replaces six handloom weavers. The co-optex has proposed to enlarge its marketing activities in powerloom products. The employment opportunities provided by handloom is more than that of powerloom.

1.37 PROSPERITY OF HANDLOOM PRODUCTS

The weaving industry has three ramifications.

i) Production of highly artistic fabrics. (eg) Cloth interwoven with gold and silver threads.

ii) Production of high and medium count fabrics and

iii) Production of coarse cloth.

Moreover, the co-optex has proposed to enlarge its marketing activities and it is the best advantage for the handloom industry. The durability in nature of the handloom products enables to increase the supply in the domestic market and tends to increase exports in the international market.

1.38 SCHEME OF THE STUDY

The present research study is proposed to have the following chapters:
Problem Statement

The handloom industry of Kanyakumari district actually has some serious production and marketing problems and it is the base for the formation of a relevant and significant ‘research problem’. The conditions of production, cost of production, marketing situations relatively low price and profits of the handloom products keen competitions from mill sector and powerloom sector and above all a different kinds of problems with regard to insufficient marketing sources are the significant and needed research problems of the present research study.
Objectives of the Study

The study has been undertaken with the following objectives:

1. To analyse the theory of co-operative movement and handloom co-operative societies in Kanyakumari district.
2. To analyse the conditions of the production and cost of production of the handloom products in Kanyakumari district.
3. To study the growth of sales of handloom products and the problem related with total sales of handloom products in Kanyakumari district over the years.
4. To find out the price trend and to compare the prices of handloom products and powerloom products.
5. To study the profit margins and also to probe into the various marketing sources and also to study the real marketing problems of the handloom industry in Kanyakumari district.
Scope of the Study

Even though there are some basic marketing problems in the handloom industry of Kanyakumari district, one cannot forget or hide the truth that the handloom industry of Kanyakumari district gives lot of employment opportunities and income generation to the local poor people of dislocality. It is found out that Kanyakumari district is basically a vast agricultural region, where there is no industrial growth, since independence of India. Besides, Kanyakumari district is a place with relatively a larger population and also with a high degree of poverty and misery. The local people has only very poor employment and income for the decades together. In such a situation, it is the huge handloom industry which comes for the rescue of the local people, socially and economically. As such, the study of the marketing conditions of handloom industry in Kanyakumari district becomes highly scopeful, relevant and also useful.
Significance or Importance of the Study

The study on marketing conditions of handloom industry in Kanyakumari district is of paramount importance or significance in the sense that even though it has some marketing problems in it. The Government of Tamil Nadu had acknowledge it as a big Traditional and Cottage Industry in Tamil Nadu and in Kanyakumari district in two ways. One is that lakhs and lakhs of poor people get regular employment and income by working in this huge industry as full time and bonafide employees. Second one is that the most popular varieties of handloom products like that of Dhothies, Sarees, Katcais and the like are really highly durable, worthful with reasonable prices and they have ‘regular demand’ from the general public. Moreover the Co-optex Organisation (The Authentic Selling or Marketing Enterprise of Government of Tamil Nadu) has regularly purchasing all the handloom products from the poor handloom weavers through the broad network of handloom production and marketing co-operative weavers societies and sell them on behalf of the lakhs and lakhs of poor handloom weavers of the study area. Hence, the present study really gets much significance or importance, relevance and usefulness to the research scholar, public and the Government of Tamil Nadu.
The Introductory chapter will contain the growth and marketing conditions of the handloom products.

The Second chapter will be the Review of Literature and it will consist of the previous studies related to this research study.

The Third chapter which explains the Methodology, concepts of marketing, the related phrases and definitions of marketing.

The Fourth chapter will describe the Ecological background of Kanyakumari district and its impact on the marketing conditions of handloom products in handloom industry.

The Fifth chapter deals with the socio-economic conditions of the handloom sellers of Kanyakumari district.

The Sixth chapter will explain about the concept of co-operative movement of the primary handloom weavers co-operative societies of Kanyakumari district and the salient marketing conditions of handloom industry.

The Seventh chapter will explain the detailed study of various cost and demand conditions of handloom products in Kanyakumari district. It will also be compared with the cost conditions and prices of the powerloom products in Kanyakumari district.
The Eighth chapter will describe the overall trend of the production, marketing, profit and loss conditions of the handloom products in Kanyakumari district. Again, it will explain the important marketing problems of handloom industry in Kanyakumari district.

The Ninth chapter will consist of the conclusions, major findings and the policy suggestions of the present research study.

Handloom industry is a very great traditional industry which is devised about 2,000 years ago and brought to England by Romans. In Kanyakumari district it was first established in a place called Kottar. The three types of handloom societies are, The Apex Weaves Co-operative Society, The Primary Weavers Co-operative Society and Industrial Weavers Co-operative Society. The functions of co-optex are to procure and supply yarn and to extend market support in selling the handloom goods. The export centre with full information of export designs and quality enables the industry to grow on scientific lines. From the Introductory chapter, it is understood in clear terms that the present research study has ample scope and significance in the present scenario.
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<td>Southern Economist</td>
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<td>10. The Economic Impact of Handloom Co-operatives on Weaves</td>
<td>Kuruksheatra</td>
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