A STUDY ON PROBLEMS FACED AND SATISFACTION LEVEL OF POWER LOOM OWNERS IN SOMANUR

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ABSTRACT

The Indian textile industry is one of the largest in the world with a massive raw material for textiles industry. Indian economy is highly depending on the textile manufacturing and trade in addition to other major industries. About 27% of the foreign exchange earnings are on account of export of textiles and clothing. The textiles sector contributes about 14% to the industrial production and 3% to the gross domestic product of the country. Around 8% of the total excise revenue collection is contributed by the textile industry. The textile industry creates 21% of the total employment generated in the economy. People are directly employed in the textile manufacturing activities and indirect employment including the manpower engaged in agricultural based raw-material production like cotton and related trade and handling could be stated to be around another 60 million.

KEYWORDS : *Owner , Problems , Satisfaction*

INTRODUCTION

A power loom is a device designed to weave threads into cloth. The power loom was a steam-powered loom that mechanized the process, reducing the need for humans to oversee the weaving process. The original design was flawed, and needed improvements. Power looms worked very similarly to the original handlooms.

The Indian textile industry consists of three distinct sectors representing broadly three levels of technology and Organisation, namely, mills, Powerlooms and handloom. The handloom sector is the oldest among them with a long tradition of excellence and unrivalled craftsmanship. The mill sector is over one hundred and fifty years old with about 1834 textile mills, installed capacity of 37.07 million spindles and 4,89,718 rotors.. The last to appear on the scene is the powerloom sector which over the last three decades has come to occupy a prominent position with a 22.05 laky powerlooms in the country.

STATEMENT OF PROBLEM

The power loom owners face the problem of marketing at the time of selling their products and purchasing raw materials. The main reason behind this problem is the yarn merchant's cloth merchants and commission agents are lesser as compared to the power loom owners. Coimbatore with a large number of textiles of various natures is said to be the Manchester of South India. There are a large number of textile units that involve themselves in the various ways of processing textile requirements. Out of the various textile products that are being produced, fabrication plays a predominant role.

OBJECTIVES

- To analyze the economic condition of the power loom owners.
- To examine the work-related factors of the power loom owners.
- To analyze about the problems faced and satisfaction level of power loom owners.

METHODOLOGY OF THE STUDY

Research design

A research design is truly and simply the framework of plan for a study and it guides the Collection and analysis of data. It is descriptive in nature.

Area of the study

The study is taken in Somanur.

Sample size
The sample size for the study is limited to 131 respondents.

Sampling techniques
Convenience sampling technique is used for the study.

Period of the study
 The Period for the study is 4 months i.e. January 2020 to April 2020.

Methods of data collection
Questionnaire method is used to collect the data from the respondents.

Source of data
        The study is based on primary and secondary data. The primary data had been collected from the respondents through questionnaire and secondary data is collected from articles, books, magazines and newspapers.

TOOLS USED FOR THE STUDY
The tools used for analysis are

- Simple percentage analysis
- Rank analysis
- Chi – square analysis.

REVIEW OF LITERATURE
M. Senthilkumar and R. Rajendran, (2017), says that cotton and non-cotton cloth production of power loom sector in India increased but the blended cloth production of power loom sector was decreased. Authors also expressed that such industry exhibits large diversity in terms of products, modes of production and production structure. Authors stated that growth of India's Textile Industry in the last decade had been considerably larger than the previous decades, because of liberalization policy initiated by Government in the 1990s.

Manivanan L., Mangalam S. (2012) says that tamilnadu power loom industry occupies an important role in the economy of india because of its contributes to industrial output and generation of employment. 54% of the respondents dependon broker to sell their products.

Arif Anjum, D.V Thakor (2011) Analysed the functioning of the power loom industry and problem faced by the industry workers in Malegaon Maharashtra & their socio-economic development. They recommend the appropriate measure for the industry, weavers and traders, consumers and their modernisation in respect to technology up gradation and marketing. They used primary as well as secondary data for this study.

DATA ANALYSIS AND INTERPRETATION
TABLE-1
EMPLOYEES IN YOUR FIRM

S.NO	EMPLOYEES	NO.OF RESPONDENTS	PERCENTAGE
1	Less than 5 members	80	61
2	6-10 members	34	26
3	11-15 members	12	9
4	Above 15 members	5	4
	TOTAL	131	100

Source: Questionnaire

INTERPRETATION
        The above table reveals that the Employees in your firm by the respondents. 61% of the respondents are having less than 5 members, 26% of the respondents are having 610 members, 9% of the respondents are having 11-15 members, 4% of the respondents are having Above 15 members.
Majority (61%) of the respondents are having less than 5 members

TABLE NO 2
PRODUCTION CAPACITY IN A WEEK

S.NO	PRODUCTION CAPACITY	NO.OF RESPONDENTS	PERCENTAGE
1	Below 150 meters	43	33
2	151-250 meters	47	36
3	201-250 meters	19	14
4	Above 250 meters	22	17
	TOTAL	131	100

Source: Questionnaire

INTERPRETATION

The above table reveals that the production capacity in a week by the respondents.

33% of the respondent's production capacity in a week is Below 150 meters, 36% of the respondent's production capacity in a week is 151-250 meters, 14% of the respondent's production capacity in a week is 201-250 meters, 17% of the respondent's production capacity in a week is Above 250 meters. **Majority (36%) of the respondent's production capacity in a week is 151-250 meters.**

RANKING ANALYSIS:

TABLE 3

MAJOR PROBLEM FACING IN INDUSTRY

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
High interest on loan	55 275	29 116	23 69	14 28	10 10	498	I
Scarcity of labour	24 120	48 192	34 102	17 34	8 8	456	IV
Intermediate theft	33 165	34 136	46 138	11 22	7 7	468	III
Heavy tax payment	31 155	30 120	36 108	27 54	7 7	444	V
Absence of proper marketing strategy	27 135	39 156	34 136	12 24	19 19	470	II

INTERPRETATION

It could be observed from the table that the problem faced by the industry has been calculated. According to 131 respondents High interest on loan is placed as I rank, Absence of proper marketing strategy is placed as II rank, Intermediate theft is placed as III rank, Scarcity of labour is placed as IV rank, Heavy tax payment is placed as V rank.

CHI-SQUARE TEST

TABLE-4
RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND THE SCHEMES AVAILED FOR THE FIRM OF THE RESPONDENTS:

Educational qualification	Schemes availed for the firm				Total
	Power tex India	Thittam	TUFS	Others	
No formal education	1	0	1	1	3
School level	6	4	1	4	15
Graduate	28	37	15	33	113
Total	35	41	17	38	**131**

HYPOTHESIS: There is no significant relationship between educational qualification and the schemes availed for the firm of the respondents.

Chi-square test

Factor	Calculated value	Df	Table value	Remarks
Educational Qualification	3.791[a]	6	12.59	Accepted

INTERPRETATION
The calculated value of chi-square is more than the table value. Hence the hypothesis is accepted stating that there is no significant relationship between educational qualification and the schemes availed for the firm of the respondents.

TABLE-5
RELATIONSHIP BETWEEN NO.OF POWER LOOM MACHINES OWNED AND THE SOURCES OF PROCUREMENT OF RAW MATERIAL OF THE RESPONDENTS:

No. of power loom machines	Source of procurement of raw material				Total
	Local dealers	Local firms	Buying from other states	Sourcing from weaving agent	
10-20 machines	45	27	6	16	94
21-40 machines	6	10	9	1	26
41-50 machines	0	2	5	2	9
Above 50 machines	1	0	1	0	2
Total	52	39	21	19	**131**

HYPOTHESIS: There is no significant relationship between no. of power loom machines owned and the sources of procurement of raw materials of the respondents.

Chi-square test:

Factor	Calculated value	Df	Table value	Remarks
No. of power loom machines owned	32.857[a]	9	16.92	Rejected

INTERPRETATION: The calculated value of chi-square is less than the table value. Hence, the hypothesis is rejected stating that there is significant relationship between the no. of power loom machines

owned and the sources of procurement of raw materials of the respondents.

FINDINGS
SIMPLE PERCENTAGE ANALYSIS
☐ Majority (53%) of the respondents are experienced in less than 2 years.
☐ Majority (36%) of the respondent's production capacity in a week is 151-250 meters.

RANKING ANALYSIS
☐ According to 131 respondents High interest on loan is placed as I rank, Absence of proper marketing strategy is placed as II rank, Intermediate theft is placed as III rank, Scarcity of labour is placed as IV rank, Heavy tax payment is placed as V rank.

CHI- SQUARE ANALYSIS
- The calculated value of chi-square is more than the table value. Hence the hypothesis is accepted stating that there is no significant relationship between educational qualification and the schemes availed for the firm of the respondents.
- The calculated value of chi-square is less than the table value. Hence, the hypothesis is rejected stating that there is significant relationship between the no. of power loom machines owned and the sources of procurement of raw materials of the respondents.

SUGESSTIONS
- The government may provide more subsidies & other benefits to the owners.
- The Indian government shall make some changes in policies to the textile industry. This will help them to increase their sales.
- Government may take several steps to control the sudden raise of raw material cost.
- Training shall be provided to the unskilled workers to make them skilled.

CONCLUSION
Power loom industry has formed an integral part of India's economy since time immemorial. It ranks next only to agriculture in terms of employment and population, dependent on it. The power loom sector of Indian textile industry has a significant place in the rural - urban technological and social linkages. The power loom sector has grown up from handloom sector traditionally with inherent technical knowhow passed on from forefather and is being continuing in many of the clusters. This sector plays a pivotal role in meeting the clothing needs of the country.The above study analysed the problem and satisfaction level of power loom owners in Somanur. The power loom owners faced some problems in their business such as raw material unavailability, GST problem and other problems. The government should take some initiatives and measures to help them to save the sector in future.