

Recent Issues and Challenges of Weaving Industry With Special Reference To Select Tamilnadu Districts

Dr.R.Velmurugan¹, Mr.K.P.Balraj²

¹Dept of Commerce

²Dept of Management Studies

¹Karpagam Academy of Higher Education, Coimbatore

²Sri Ganesh School of Business Management, Salem

Abstract- *The Textile Industry occupies a unique role in the Financial Growth. At current prices the Indian textiles industry is pegged at US\$ 60 billion, 64% of which services domestic demand. The textiles industry accounts for 14% of industrial production; employs 35 million people and accounts for nearly 12% share of the country's total exports basket. The industry which was growing 3 to 4% during the last six decades has now accelerated to an annual growth rate of 9 to 10%. The structure of Auto power loom sector in Tamil Nadu differs from that observed in other states like Maharashtra and Gujarat. It varies in respect of the production pattern, size of the unit, concentration of Auto powerloom centers. At present, it is estimated that there are more than 6 lakhs looms in this sector.*

Keywords- Indian textile industry, employment, power loom etc.

I. INTRODUCTION

The Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent 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 alone. Indirect employment including the manpower engaged in agriculture based raw-material production like cotton and related trade and handling could be started to be around another 60 million. As on March 2008 there were 1773 cotton / man-made fiber textile mills in the country with an installed capacity of 35.01 million spindles, 4, 61,000 rotors and 56,000 looms. Cloth production by mill sector showed an increase of 1% during 2008-09. During 2008-09 cloth production by handloom, Auto power loom decreased by about 4% and 3% hosiery sectors production increased by 2%. Thus, the overall cloth production has decreased by 2% during 2008-2009.

The decentralized Auto power loom sector plays a pivotal role in meeting the clothing needs of the country. The growth of the Auto power loom sector as we see in India in 1942 that is before independence the total number of auto power loom in

our country is 15,000. After the independence in 1956 it was increased to 27,000. In 1972 it was further increased to 2, 91,000 power looms were in operation.

II. GROWTH OF AUTO POWER LOOM WEAVING SECTOR IN TAMILNADU

The growth of the power loom sector in Tamil Nadu has been very spectacular registering over a period of time. The history of power loom industry start in Tamil Nadu during 1928 where the factory with six looms was started at Madurai. In 1933, a power loom unit was started in Komarapalayam of Salem District for making tapes and wicks. The Fact- Finding Committee of 1941 observed that there were "few hundred of power loom scattered over the Madras Province. After the independence during the first plan period there were around 1519 power loom of which 650 were on cotton. After the new textile policy in 1985 and new economic reform policy the power loom in Tamil Nadu was increased to 2, 27,500 in 1993 and it has further increased to 4,00,000 of which 3.20 looms are registered power looms and remaining 80,000 looms are unregistered loom.

III. SWOT ANALYSIS AUTO WEAVING INDUSTRY IN TAMILNADU

Strength 1. The state has the advantage of possessing adequate disciplined labour supply with low labour cost. 2. The state has a traditional handloom base which helps in consolidating the Auto power looms and adoption of traditional varieties.

Weakness 1. Most of the looms in the state are plain looms with low technology level 2. There is also disadvantages in the form of increase power tariff, fuel cost etc.

Opportunities:-a. The demand for the cotton fabrics in European and other markets that will increase the export of power loom industry and expand substantially. b. The export of grey fabrics shows an increasing trend.

Threats: - 1. Due to the abolition of quota system, many industries face threats from global leaders domestically and fluctuation in the export demand also. 2. The most problematic area is the quality of product. There is need for the quality improvement to compete globally.

IV. REASONS FOR CHANGING TRADITIONAL WEAVING METHOD TO AUTO POWER LOOM WEAVING METHOD

The 1990s have seen phenomenal growth of cotton spinning in Tamil Nadu and, thereafter, the mushrooming of power loom manufacturing grey cloth. There are vary reason why the power loom sector dominated the handloom sector and many peoples started shift from the handloom to power loom sector.

Labor: The three major clusters like Coimbatore, Salem, and Erode were water starved regions, many weavers communities engaged in handloom weaving in the above areas; it provided abundant and cheap labor for the power looms. After the economic reform in India there was more uncertainty at the cloth market and fluctuating putting out rates began to squeeze some of the smaller loom owners.

Electrification: The rural electrification schemes successfully implemented by Tamil Nadu government helps the easy availability of electricity at concession rate, this was intended for agricultural activities, this came very hand for the installation of power loom units in rural areas.

Communication: Due to improvement in road and transport facilities in rural areas. The major trading centers like Coimbatore, Erode and Salem have come into easy reach of the power loom weavers.

Master-weavers: The master-weavers who were basically engaged in the production and marketing of handloom cloth with their sound financial and marketing backing found no difficulty in switching over to powerloom production. There were approximately 300 such manufacturers in Coimbatore, 200 manufactures in Erode and more that 245 manufactures in Salem during 1990s.

Market: The popularity of handloom textile items like bed sheets, towels, lungies, saree, dhoti and other furnishing materials is now produced largely by power looms and occupied the above handlooms slot and successfully marketing the products in the domestic market.

V. MAJOR AUTO POWER LOOM WEAVING DISTRICTS IN TAMILNADU.

The global market has become an overwhelming incentive for new investment and there has then occurred a veritable explosion of capacity cotton-based complexes, the most important being the Tamil Nadu clusters.

Coimbatore: This district is the most industrialized district in the state. The majority of spinning and weaving units are occupied in Coimbatore district. Nearly (1/3rd) 32% of looms are located in the Coimbatore district.

Salem: This district has all along been lagging behind in industrial advancement. The advantage of the rich mineral deposit in this district, the tempo of industrial development is picking up. Next to Coimbatore district around 27% of the looms are concentrated in this state. Power loom weaving is a way of life for these people rather than an occupation or an industry.

Karur: The textile products of Karur are well known throughout the world and demand for them is growing at a faster face every day. The estimated total power looms in this cluster are around 30,344.

Erode: Erode has a place of unique importance in the industrial map of Tamilnadu with over 60% of the population depending on non-agricultural sector. Next to Salem Erode occupies 25% of the looms in the state.

Madurai: Madurai is famous for handloom textiles and spinning mills. The popularity of Chungidi sarees extends to the nook and corner of Tamilnadu and the whole of South India.

In order to get the support of the government for their existence and development the small and tiny units have been encouraged to form co-operative societies in the state

VI. PROBLEMS, ISSUES AND SUGGESTION REGARDING POWERLOOM SECTOR

The power loom sector in Tamil Nadu has been growing fast due to the comparative advantages that it has enjoyed so far and the competitive advantages developed by the sector is not that much significant. Some of the major issues and basic problems affecting this sector's balanced development are as listed and explained below

The first and foremost problem is the cost of electricity. Many power loom weavers and owners are complaining about the exorbitant cost of power rates in the state. According to them, the power rate is too high in Tamil Nadu as compared to Andhra Pradesh and Maharashtra.

Water has been a major problem in the state of Tamil Nadu not only for the textile industry but also for the primary agriculture sector. * The Power loom Service Center of South India Textile Research Association in the state is functioning less than 10. *The increase in yarn price during the beginning of this decade affected many industry had to undergo a lot of disturbances in its working. Since many power loom sectors depending on the spinning mills for working, many mills have switched over to export of yarn, there has arisen a scarcity in premium quality yarn. Therefore, most of the weavers are hesitating to install high priced modern looms, whereas one of the norms of TUFs is as follows; “Machinery with technology levels lower than that specified will not be permitted for funding under TUFs”.

Due to declining consumption in the local market due to less purchasing power in the Indian population is bound to change the demand pattern for textile. Shrinking domestic demand for traditional items like lungi, handkerchiefs etc also having its effect on the production of power loom industry.

VII. CONCLUSION

The textile sector in Tamilnadu contributes well over one fourth of the country’s total textile manufacturing meant for domestic consumption as well as for exports. The role of power looms in the state therefore is very significant as it produce different types of cotton textiles in more than four lakhs power looms. As compared to other leading states, the industry has been growing at a faster rate in Tamil Nadu. Though the growth of power looms in Maharashtra and Gujarat averaged 2% per annum, the annual growth rate in Tamil Nadu is much higher about 6%. In order to achieve the target of \$ 60 billion set for the textile export by the year 2012 can be achieved only modernizing the power loom sector in the following ways:

1. Modernisation of power loom service centre
2. Power loom Modernization
3. Skill up gradation
4. Establishment of new power loom centers
5. Establishment of power loom complex
6. Investment subsidy in automatic and semi-automatic power loom units The modernization/developmental strategy should be based on the exiting competitive advantages that are observed in the findings of this sample study.

As seen earlier, the power loom sector is expanding on the strength of cluster wise product specialization, which is a major advantage for this sector. Tamilnadu and considering its well entrenched handloom mindset, there is need for

“Operation Transformation” that will aim at raising its structural composition, technology levels of looms and preparatory machinery as well as processing capabilities, quality compliance in manufacturing processes, man-power training besides aggressive and competent and competitive marketing practices. There should be integrated approach between the power loom and handloom industry. “Government desires that power looms and handlooms co-exist harmoniously and do not cut into each other’s traditional markets. In other words, the traditional thinking of handloom versus power loom should be replaced by handloom and power loom.

REFERENCES

- [1] South Indian Textile Research Association (SITRA), An Exploratory Survey Of Powerloom In Tamil Nadu, Coimbatore
- [2] Aryer H.R., Economics Of Textile And Trade Industry In India, Vora and Co publisher private limited, Bombay.
- [3] Arun Ghosh, Subranmaniam K.K. And et.al, Indian Industrialization Structure And Policy Issue, Oxford university press, Delhi.