

## RETENTION OF WEAVERS IN HANDLOOM SECTOR

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### *Abstract*

*The handloom sector carries a very rich heritage coming down over the centuries of vibrant culture that of the Indus valley civilization. Handloom sector is a prime and emergent economic necessity since it sustains the economy of predominantly reveal based nation. It provides direct or indirect employment to millions of artisans spread all over the country.*

*Weaving is one of the most ancient handicrafts patronized all over the world and all times. Like food and shelter, clothing is also a basic need of every human being. Handloom sector has developed over the years and to see how far it is meeting the threats of globalization a study of handloom sector has been undertaken. In the present economic environment where dependency on foreign capital and know how is increasing all round, the handloom industry presents a sustainable model of economic activity that is not energy intensive and has low capital costs, as well as an extensive skill base. The objectives of the present study are to assess the impact of technology for leaving the current profession, to explore the level of satisfaction of weavers and to suggest the measures to retain the weavers in handloom sector. The study concludes that handloom weavers in Madanapalle, Chittor district of Andhra Pradesh are traditional weavers and it is their primary occupation. However, various unfavourable factors lead to weavers quit from the current profession.*

**Key Words:** Retention, Weaving, Handloom, Employment

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### **Introduction**

The handloom sector carries a very rich heritage coming down over the centuries of vibrant culture that of the Indus valley civilization. Handloom sector is a prime and emergent economic necessity since it sustains the economy of predominantly reveal based nation. It provides direct or indirect employment to millions of artisans spread all over the country. One fourth of the total cloth production in the country is from handloom sector. In terms of the employment, it ranks only next to the agriculture providing livelihood to more than 40 million people. The sector has, rightly been termed as an art and craft sector (G. Nagaraju, 2012).

Handloom accounts for over 40% of the cloth produced in the country. Although very large number of cloth varieties is produced in handlooms, the major items are like saree, dhoti, gamchalam, lungi, shirting, bed sheet and towel etc. The production of handloom cloth is concentrated in three states viz., Tamil Nadu, Andhra Pradesh and Uttar Pradesh. Of these three states Tamil Nadu has the highest concentration on handloom and handloom weavers in the country.

### **Organizational Structure of Handloom Weaving**

Despite large-scale expansion of modern textile industry in India, handloom continues to occupy an important place in

country's total economic support. It is a household industry, all family members work as one unit; the head of the household perform the manufacturing work, as where other member of the family do the supporting or ancillary role, work and burden is divided on the basis of age and sex. The organizational structure of the industry could be divided into four segments. They are: a) Independent Weavers, b) Master Weaver, c) Co-operative Weaver, d) Corporate Sector.

### Review of Literature

**Dr. Selvaraj A and Tamilarasi N (1977)** they have identified that the main reasons for the widespread unemployment among handloom weavers in Kannur are unplanned production, lack of innovation, the role of intermediaries and master weavers and the failure of the government to build a strong base for the industry.

**Shaw Tanusree (1978)** observed that the handloom weavers formed a major component of the rural poor, a significant proportion of them falling into the lowest income group. The average earning of a handloom weaver was estimated at less than Rs. 3.50/day and they do not even get this insufficient amount all throughout the year. Most of the weavers are semi-starved and ill clad.

**Nagari muneendra (1991)** studied socio-economic condition of handloom weavers in Kadapa district of Andhra Pradesh. The study identified that weavers in the western parts of the districts produced only coarse varieties of handloom clothes and weavers in the eastern region were usually weaving superior varieties of clothes like pure silk sarees etc. The study also observed that weavers were living below poverty line. The study suggested that proper training should be given to the weavers, and more weavers' service centers should be opened to assist them. The weavers should try to learn modern techniques of weaving to

increase their earnings and to improve their living conditions.

**Samira Patra & Dr. Sanjeeb Kumar Dey (1995)** in her study, the modernization of handloom industry in Odisha with reference to Cuttack district pointed out that the benefits of government policies are not being reaching the real weavers. The study observed that the modernization of handloom industry is inevitable. The gravity of unemployment among weavers in the district can be reduced to some extent by injecting new life and strength in to the handloom industry in the rural and semi-urban area through modernization. The study recommended financial subsidies for the implementation of modernization programme in handloom sector and free training for weavers.

### Employee Retention

Employee retention involves taking measures to encourage employees to remain in the organization for the maximum period of time. Organizations are facing a lot of problems in employee retention these days. Hiring knowledgeable people for the job is essential for an employer. But retention is even more important than hiring.

### Reasons for Retention

- A stimulating work environment that makes effective use of people's skills and knowledge, allows them a degree of autonomy on the job, provides an avenue for them to contribute ideas, and allows them to see how their own contribution influence the company's wellbeing.
- Opportunities for learning and skills development and consequent advancements in job responsibilities.
- Effective communications, including channels for open, two-way communication, employee participation in decisions that affect them, an understanding of what is happening in the organization and an understanding of the employer's main business concerns.

- Good compensation and adequate, flexible benefit plans.
- Recognition on the part of the employer that employees need to strike a good balance between their lives at work and outside of work.
- Respect and support from peers and supervisors.

#### Factors affecting on Retention

1. Compensation levels
2. Benefits
3. Performance based Compensation
  - a) Incentive Pay
  - b) Merit Pay
  - c) Gain Sharing
  - d) Profit Sharing
  - e) Employee Stock Ownership Plans
  - f) Skill based Pay

#### Need for the Study

Weaving is one of the most ancient handicrafts patronized all over the world and all times. Like food and shelter, clothing is also a basic need of every human being. Handloom sector has developed over the years and to see how far it is meeting the threats of globalization a study of handloom sector has been undertaken. In the present economic environment where dependency on foreign capital and know how is increasing all round, the handloom industry presents a sustainable model of economic activity that is not energy intensive and has low capital costs, as well as an extensive skill base. The principle of heredity continuance of occupation for generations introduced an element of stability and also enabled the craftsmen to venture further and acquire greater proficiency (Dr. Rachana Gosami & Dr. Ruby Jain, 2001).

#### Objectives of the Study

The objectives of the study are as follows:

1. To assess the impact of technology for leaving the current profession
2. To explore the level of satisfaction of weavers
3. To suggest the measures to retain the weavers in handloom sector

#### Hypotheses of the Study

H01: There is no significant relation between educational qualification and government schemes

H02: There is no significant difference between weaver in current profession and job satisfaction

H03: There is no significant difference between technology factors and weavers job satisfaction

H04: There is no significant difference between weaver's expectations and government schemes

**Primary Data-** collected by administering the questionnaire to the weavers living in Madanapalle, Andhra Pradesh.

**Secondary data-** collected from the books, journals and websites and through the interaction with the weavers in Madanapalle region, Chittoor district of Andhra Pradesh.

**Sample Size-**The sample size of the study was 100.

**Statistical Tools Used-**Simple percentage Analysis, Chi-square test and ANOVA

#### Data Analysis & Results

**H01:** There is no significant relation between educational qualification and government schemes

*Insert Table 1 & 2*

- a. 4 cells (50%) have expected count less than 5. The minimum expected count is .94

From the above table calculated value (4.392) >table value (0.222). So, reject the alternative hypothesis and accept the null hypothesis. So, it can conclude that there is no significant relation between educational qualification and Government schemes.

**H02:** There is no significant difference between weaver in current profession and job satisfaction

*Insert Table 3 & 4*

From the table 4, the calculated value is 6.55 is greater than table value 2.633. So, we can reject the null hypothesis and accept the alternative hypothesis. Hence there is a significant difference between weaver in current profession and job satisfaction.

**H03:** There is no significant difference between technology factors and weavers job satisfaction

*Insert Table 5 & 6*

From the table 6 the calculated value is 6.55 is greater than table value 2.63. So, we can reject the null hypothesis and accept the alternative hypothesis. Hence there is a significant difference between technology factors and weavers job satisfaction.

**H04:** There is no significant difference between weaver's expectations and government schemes

*Insert Table 7 & 8*

From the above table the calculated value is 3.0069 is greater than table value 0.000268. So, we can reject the null hypothesis and accept the alternative hypothesis. Hence there is a significant difference between weaver's expectations and government schemes.

### Findings

1. Weavers are continuing the current profession as a hereditary occupation and the only work known.
2. Weavers having more than 10years of experience are not satisfying in the current profession.
3. Weavers are not satisfying with the income from other sector.
4. Weavers are quitting handlooms due to technological advancements.
5. Major factors influencing the weavers to quit from the profession are demand from handlooms, earnings from handlooms, design charges, competition, impact of intermediaries and GST.
6. Major factors influencing the weavers to continue in the profession are financial support from Government, providing raw material at subsidized rate, loans from financial institutions and elimination of GST.

### Suggestions

1. Government should take necessary steps to promote handlooms for creating demand.
2. Handloom sector should be excluded from GST
3. Government should take initiative to eliminate the intermediaries between the market and weavers.
4. Government should take initiative to promote the government schemes and the importance of schemes to the weavers.
5. Banks should take an initiative to give loans to the weavers with lower interest rates.

### Conclusion

It is concluded that handloom weavers in Madanapalle, Chittoor district of Andhra Pradesh are traditionally weaving as their primary occupation. However various unfavorable factors lead to weavers quit from the current profession. The findings of the study have been considerably related to the measures to retain the weavers in handloom sector.

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**Table1: Educational Qualification Vs Awareness towards Government Schemes**

Educational Qualification	Awareness towards Government Schemes		Total
	Yes	No	
Illiterate	2	6	8
Up to SSC	40	34	74
Intermediate	9	7	16
Graduation	2	0	2
Total	53	47	100

**Table 2: Chi-square Test**

	Value	Df	Sig. value
Pearson chi-square	4.392 <sup>a</sup>	3	.222
Likelihood Ratio	5.243	3	.155
Linear by linear Association	2.800	1	.094
N of valid cases	100		

**Table 3: Two factor ANOVA without Replication**

Summary	Count	Sum	Average	Variance
Highly Satisfied	10	97	9.7	75.34
Satisfied	10	360	3.6	324.22
Neutral	10	49	4.9	78.32
Dissatisfied	10	324	32.4	69.60
Highly Dis satisfied	10	170	17	140.44

**Table 4: ANOVA**

Source of variance	SS	Df	MS	F	P-value	F crit
Rows	0	9	0	0	1	2.152
Columns	7528.6	4	1882.15	10.943793	6.55	2.633
Error	6191.4	36	171.98			
<b>Total</b>	13720	49				

**Table 5: Two factor ANOVA without Replication**

Summary	Count	Sum	Average	Variance
Highly Satisfied	10	87	8.7	18.45
Satisfied	10	413	41.3	314.46
Neutral	10	27	2.7	13.57
Dissatisfied	10	270	27	133.56
Highly Dissatisfied	10	201	20.1	585.88

**Table 6: ANOVA**

Source of variance	SS	Df	MS	F	P-value	F crit
Rows	0.72	9	0.08	0.0003	1	2.15
Columns	9296.72	4	2324.18	8.72	6.55	2.63
Error	9592.48	36	266.45			
<b>Total</b>	18889.92	49				

**Table 7: Two factor ANOVA without Replication**

Summary	Count	Sum	Average	Variance
Highly Satisfied	5	269	53.8	614.2
Satisfied	5	138	27.6	214.8
Neutral	5	17	3.4	11.3
Dissatisfied	5	59	11.8	43.7
Highly Dissatisfied	5	17	3.4	7.8

**Table 8: ANOVA**

Source of variance	SS	Df	MS	F	P-value	F crit
Rows	0	4	0	0	1	3.0069
Columns	9092.8	4	2273.2	10.19	0.000268	3.0069
Error	3567.2	16	222.95			
<b>Total</b>	12660	24				