



A STUDY ON WEAVING TEXTILE INDUSTRY BASED ON OWNER AND MANAGER'S VIEWPOINTS IN TAMIL NADU

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ABSTRACT:

The weaving textile industry in Tamil Nadu is an important part of the state's economy, providing jobs and preserving traditional skills. This study focuses on the perspectives of owners and managers in this sector to understand the challenges they face and the opportunities available to them. The research looks into key factors such as production processes, labor management, financial difficulties, and competition in the market. It also examines the impact of government policies, technological developments, and changing customer preferences on the industry. Through interviews and data analysis, this study finds that owners and managers struggle with issues like high production costs, labor shortages, and fluctuating demand. At the same time, opportunities exist in adopting new technologies, improving product quality, and exploring new markets. Government support, financial assistance, and training programs can help strengthen the industry. This research provides useful insights for policymakers, business owners, and investors interested in the textile sector. By understanding the views of those directly involved in the industry, better strategies can be developed to support growth and sustainability. The study concludes with recommendations to improve efficiency, adopt modern techniques, and create a more competitive and profitable weaving textile industry in Tamil Nadu.

KEYWORDS:

WEAVING TEXTILE INDUSTRY, CHALLENGES, OPPORTUNITIES, GOVERNMENT POLICIES, TECHNOLOGY.

INTRODUCTION

The weaving textile industry in Tamil Nadu is one of the oldest and most significant industries in the state. It plays a crucial role in the economy by providing employment to millions of people and contributing to exports. The industry is known for its high-quality handloom and power loom products, including cotton, silk, and synthetic fabrics. Despite its rich heritage and market demand, the industry faces several challenges, including rising production costs, labor shortages, competition from mechanized textile mills, and fluctuating raw material prices. From the perspective of owners and managers, running a weaving textile business requires balancing traditional craftsmanship with modern production techniques. Owners focus on maintaining quality, managing finances, and expanding market reach, while managers handle daily operations, workforce management, and supply chain efficiency. Both groups encounter difficulties such as outdated machinery, lack of skilled labor, and limited access to financial support. However, they also recognize opportunities in adopting new technologies, improving marketing strategies, and exploring global markets. Government policies and support schemes play a vital role in the industry's growth. Subsidies, training programs, and infrastructure

development can help businesses modernize and compete in the evolving market. This study aims to explore the insights of owners and managers in Tamil Nadu's weaving textile industry, highlighting the challenges they face and the strategies they adopt to sustain and grow their businesses. Understanding their perspectives will help policymakers and stakeholders develop better support mechanisms for the industry's long-term success.

STATEMENT OF PROBLEM

The weaving textile industry in Tamil Nadu, despite its historical significance and economic contribution, faces several challenges that impact its growth and sustainability. Owners and managers in this sector struggle with multiple issues that affect productivity, profitability, and competitiveness.

1. High Production Costs – The rising costs of raw materials, electricity, and labor increase the overall expenses of weaving units, making it difficult for small and medium-sized businesses to sustain themselves.
2. Government Policy Challenges – While several schemes exist for the textile industry, owners and managers often find it difficult to access benefits

due to bureaucratic hurdles and lack of awareness

3. Labor Shortages and Skill Gaps – Many weaving units face difficulties in finding skilled workers as younger generations are shifting to other professions. The lack of proper training programs further worsens this issue.

OBJECTIVES OF THE STUDY

- To study on all the origin and development of weaving textile industry
- To find out the factors influencing investment decision of the textile companies
- To identify the various growth and risk factors of the textile companies

OWNER POINT OF VIEW:

- Business growth and profitability
- Investment and financial challenges
- Government policies and support

MANGER POINT OF VIEW:

- Workforce management
- Raw material procurement and supply chain
- Market and sales strategies

METHODOLOGY:

Research methodology: Weaving Textile Industry in Tamil Nadu

This study explores the weaving textile industry in Tamil Nadu from the perspective of owners and managers using a **descriptive and exploratory approach**. A **mixed-method research design** will be adopted, integrating **quantitative** analysis for statistical insights and **qualitative** analysis for managerial perspectives.

DATA COLLECTION

- **Primary Data:** Collected through **structured questionnaires** and **interviews** with weaving unit owners and managers.
- **Secondary Data:** Sourced from **government reports, industry associations, and research publications**.
- **Sampling Method: Purposive sampling** will be used to select respondents from various weaving clusters in Tamil Nadu.
- **Sample Size:** 50 respondents.

DATA ANALYSIS

- **Quantitative Analysis: Percentage analysis and chart analysis** to identify trends.

Qualitative Analysis: Thematic analysis and comparative evaluation to understand industry challenges, operational strategies, financial sustainability, and policy impacts.

DATA ANALYSIS:

TABLE 1

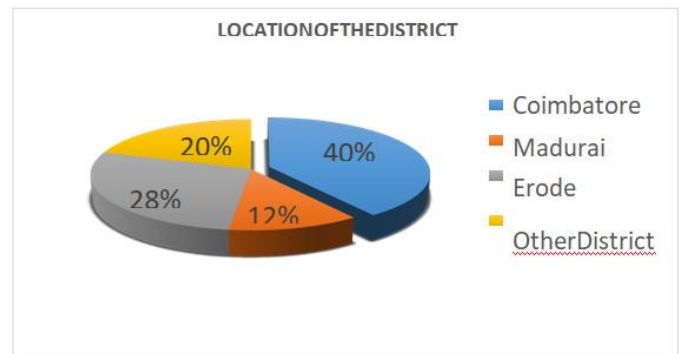
LOCATION OF THE DISTRICT RESPONDENT

Location	No of respondents	Percentage (%)
Coimbatore	20	40
Madurai	6	12
Erode	14	28
Other district	10	20
Total	50	100

Source: Primary data

Interpretation:

Table 3.3 shows that, 40% of the Coimbatore, 28% of the Erode, 20% of the other district, 12% of the Madurai.



INFERENCE:

Majority of the respondents (40%) are Coimbatore.

TABLE 2

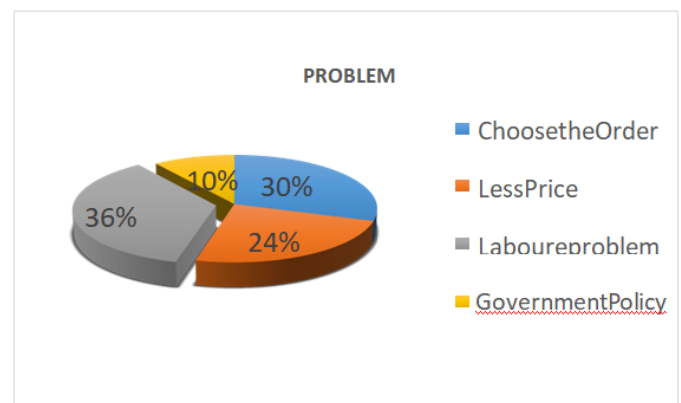
PROBLEMS OF RESPONDENT

Problems	No of respondents	Percentage (%)
Choose the order	15	30
Less price	12	24
Labour problem	18	36
Government policy	5	10
Total	50	100

Source: Primary data

INTERPRETATION:

Table 3.6 shows that, 36% of the labours problem, 30% of the choose the order, 24% of the less price and 10% of the government policy



INFERENCE:

Majority of the respondents (36%) are labors problems

FINDING AND SUGGESTIONS:**FINDINGS**

- Majority of the respondents (40%) from Coimbatore.
- Majority of the respondents (36%) are labour problem.

SUGGESTIONS

- Implement skill development programs to train workers in modern weaving techniques.
- Promote cooperative societies to ensure better pricing and bulk order opportunities.
- Encourage digital marketing and e-commerce to expand market reach.
- Simplify government subsidy and loan procedures for textile entrepreneurs.

CONCLUSION:

The weaving textile sector in Tamil Nadu 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 and hand looms in the state therefore is very significant as it produce different types of cotton textiles in more than four lakhs power looms and hand 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%. Handloom sector plays a vital role in the economy of Tamil Nadu. Since, ancient times, Tamil Nadu handloom industry is traditional and labour intensive that provides second in employment next to agriculture

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