



WEAVERS ATTITUDE TOWARDS KERALA HANDLOOM SCHOOL UNIFORM SCHEME

¹Dr. Sindhu & ²Rejitha v k

¹Assistant professor & Research Guide

²Research scholar

Research & Postgraduate Department of Commerce

Pavanatma College Murickassery

ABSTRACT

Handloom School uniform scheme was implemented by the Government of Kerala. The scheme was implemented through triple bottom line i.e., The Directorate of Handloom and Textiles, The Handloom apex societies HANTEX and HANVEEV and Primary Handloom weavers' co-operative societies. The main objectives behind the implementation of the scheme are revival of Handloom sector, more wages and employment opportunities for weavers and impart of our culture through young children. The scheme introduced in Kerala during the academic year 2016-2017 and Kerala is the only state that in the country that supply free handloom school uniform to students. The paper analyses the weaver's opinion on implementation of Handloom school Uniform scheme.

keywords: school uniform, Handloom sector, revival

1. INTRODUCTION

The handloom industry is a traditional cottage industry in India and Handloom production is the second largest employment generating activity after agriculture. In Kerala also Handloom Industry fill the space in unemployment of rural and semi-rural people. The state has a long tradition of weaving and Handloom production. in spite of the golden past Kerala Handloom industry now facing sickness and decline. The government recognised the significance of Handloom industry and has introduced several measures to overcome the crisis in the industry school uniform project is latest among that. Handloom school uniform project was introduced by the government in 2016 -2017. Under the scheme the government distributed free Handloom school uniform to students of government schools from classes I to VII through this scheme the government helping the general education system and the Kerala Handloom industry.

STATEMENT OF THE PROBLEM

The statistical analysis of the last few years performance of Kerala Handloom industry clearly shown the sickness of that industry. In Kerala 94% of Handloom industries are comes under co-operative sector. According to the latest "Kerala Economic Review" out of 625 societies only 409 are working, in that 271 societies

running on loss.96 societies are inactive at the same time 110 societies facing liquidation. In order to rejuvenate Handloom sector, provide more wages and create employment opportunities to Handloom weavers and allied workers a new scheme Handloom school uniform project was introduced by the government in 2016-2017. The current study analyses the weaver's attitude towards the above scheme.

REVIEW OF LITERATURE

Suresh Kumar (2008) stressed need for revival of Handloom sector in Kerala. Study reveals the crisis faced by co-operative societies in terms of finance, production, and marketing and the industry wholly depends on government support for their survival.

Premvathy (1995) in her study pointed out that the benefits of government policies were not reached the real weavers. **Asha Krishna Kumar (2003)** As a part of our great tradition and culture Handloom must be respected, protected, and reinforced.

Ajithan (2006) Kerala Handloom Industry was less prepared to meet the challenges and opportunities of globalisation and argued the involvement of self-help groups in marketing of Handloom products.

Objective of the study

The main objective of the study is to know the attitude of weavers towards Handloom school uniform scheme.

HYPOTHESES

H01- Attitude does not differ significantly on the basis of gender

METHODOLOGY

Both primary and secondary data were used for the study. The study is descriptive in nature. Primary data were collected from the weavers of primary Handloom weavers co operative societies in Ernakulam district in Kerala through interview schedule. Secondary data was collected from reports of Directorate of Handloom and Textiles, reports of Government of Kerala and web sites of different Newspapers and Kerala Economic Review

SAMPLING

The primary data for the study was collected directly from the total of 75 sample respondents from four primary weavers co operative societies in Ernakulam district in Kerala based on the convenience sampling. Simple frequency, percentage, mean, std. Deviation and inferential statistics.

DATA ANALYSIS AND INTERPRETATION

Table No.1

Demographic factors of weavers

Characteristics ⁸⁶		Total	Percentage
Gender	Female	57	76
	Male	18	24
Age	Below -30	10	13.33
	30-40	15	20
	40-50	32	42.67
	Above -50	18	24
Annual Income	Below-50000	35	46.67
	50000- 75000	28	37.33
	Above -75000	12	16
Experience in weaving	Below 10 years	10	13.33
	10-20 years	15	20
	20-30years	30	40
	Above 30 years	20	26.67

The table No. 1 shows that out of 75 respondents’ 76 percent are female and only 24 percent constitutes male weavers. Majority of weavers comes under the age group of (40-50) years and constitute 42.67 percent followed by old aged weavers (24%) and middle aged (20%). The annual income of most of respondents i.e. (46.67%) is below 50000. With respect to number of experiences in weaving 40% of the weavers have more than 20-30 years of experience.

Attitude of weavers towards Handloom school uniform scheme

Table No.2

Attitude of weavers	Likert scale					M	SD	MPS	Level
	SD	D	N	A	SA				
Handloom school uniform scheme is beneficial to Handloom sector	2.7% (2)	8% (6)	32% (24)	30.7% (23)	26.7% (20)	3.92	1.04	74.1	A
Weavers community will be benefited significantly	5.3% (4)	8% (6)	17.3% (13)	40% (30)	29.3% (22)	3.80	1.12	76	SA
It is a new hope for revival	2.7% (2)	10.7% (8)	22.7% (17)	42.7% (32)	23.3% (16)	4.01	1.01	73.8	A
Youngsters will be attracted to the industry	10.7% (8)	23.7% (16)	26.7% (20)	33.3% (25)	8% (6)	3.17	1.14	61.3	A
Job security to weavers	12% (9)	20% (15)	24% (18)	30.7% (23)	13.3% (10)	3.27	1.23	62.6	A
Regular income	4% (3)	12% (9)	20% (15)	44% (33)	20% (15)	3.77	1.06	72.8	A
protection of our culture and heritage through young children	1.3% (1)	9.3% (7)	14.7% (11)	45.3% (34)	29.3% (22)	4.09	.96	78.4	SA
The scheme management system designed and implemented effectively	4% (3)	17.3% (13)	18.7% (14)	42.7% (32)	17.3% (13)	3.65	1.09	70.4	A

SD=Strongly Disagree, D= Disagree, N=Neutral, A=Agree, SA=Strongly Agree

Hypothesis testing

H01- Attitude does not differ significantly on the basis of gender

Table No.3

Mann-Whitney Test on Gender

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Attitude	female	57	44.15	2516.50
	Male	18	18.53	333.50
	Total	75		

Test Statistics

	Attitude
Mann-Whitney U	162.5000
Wilcoxon W	333.5000
Z	-4.364
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: Gender

Interpretation: The test statistics showed that the Asymmetric significance value (p value) .000 that is less than the statistically significant value 0.05 and hence rejected. So, we conclude that attitude of weavers differs significantly on the basis of gender with z value -4.364. Mean rank table is analysed, Here mean ranking of female showed a level of 44.15 which is more than male with a mean ranking of 18.53

Findings

- Majority of weavers have the opinion that Handloom school uniform scheme is beneficial to the Handloom sector.
- Most of the weavers considers the scheme act as a new hope for the revival of the industry.
- In weavers’ point of view major attraction of the scheme is that regular income to weavers.
- Most of the weavers have the opinion that scheme attracted youngsters to the industry and job security to existing weavers.
- Majority of the weavers strongly agree that protection of our culture and heritage through young children is possible through the implementation of the scheme.

Conclusion

Handloom school uniform scheme is a new scheme introduced to rejuvenate Handloom sector in Kerala. By analysing the weaver’s attitude towards the scheme, it has been observed that majority of weavers have the opinion that their community will be benefited by the scheme and it is a new hope for the

revival of the industry. According to them regular income to weavers is the major attraction of the scheme.

Bibliography

(n.d.). Retrieved from www.handloom.kerala.gov.in.

(n.d.). Retrieved from www.hantexkerala.org.

(n.d.). Retrieved from www.newindianexpress.com.

Ajithan(2006). *Impact of globalisation on the village industries in Kerala.A study with special reference to Handloom industry in Ernakulam District*. Mahatma Gandhi university Kottayam.

Premavathy(1995). *Modernising of Handloom industry in Kerala ,Acase study of Ernakulam District*. Unpublished mphilthesis,Universityof Kerala.

Suresh Kumar k, s. (2008). *Role of primary Handloom co-operative societies in Kerala*. Kerala university.