

A Study on intervention of social media towards Handloom Weaver's Contribution and their impact on societal development

Dr.Sasikala M S
ICSSR Research Project Director,
Assistant Professor, Department of Commerce,
Acharya Institute of Graduate Studies,
Soldevanahalli

Abstract:

Clothing is considered as basic need of one individual. It is considered as ever green segmented product. Textile sector occupies major predominant role to offer clothing to all individuals who resides in this world. In this sector, weavers engage themselves to produce ethnic wears like sarees, dhotis. All people tempt to wear new shirts, saree, and designed saree to project themselves to the society. But always there is a question of weaver's affordability to buy those products manufactured by weavers. Weavers engagement and their offerings to the society where people are likely to buy those products due to various factors such as Price, effort and quality. Hence this article reveals about weaver's contribution and efficiency towards societal development.

Keywords: Handloom weavers, contribution, societal development, social media

Introduction:

Textile policy came into existence in the year 1985 declared by government of Rajiv Gandhi though it is identified as obstacles placing in handloom sector. It failed to implement handloom weaver's safeguards. Among others the safeguards included in supply of yarn at reasonable prices, reservation of articles for exclusive production of handloom, provision of fiscal concession, marketing arrangements and welfare schemes like housing for weavers and modernization of handloom. New economic reforms instead of facilitating the implementation of these safeguards have made further degeneration of handloom industry and have caused large scale de-employment of weavers.

Handloom weaving Industry is one of the major sector which comes next to prime occupation called agriculture which provides great employment opportunities to the people. Due to poverty, weaver's drop their children's education and make to engage in weaving despite of their age. In India Handloom industry is an ancient cottage industry with a decentralized system, spread in all nooks and corners of the country with more than 2.5 crore people directly depending upon it to eke out their livelihood. Weavers contributed substantially to the economic prosperity of India. Because Indian society commonly is considered to be highly centralized and patriarchal, use of economic resources remains mysteriously disconnected from gender norms that subordinate women to men in other arenas.

Research Objectives:

- To gain insight about handloom sector
- To identify the factors affecting weavers contribution
- To draft model which influence Societal development

Scope of the study:

- Increases productivity
- Strengthens the capability and tune weavers from impotent to potent
- Increases Job opportunity
- Paves the way to boost society

Review of Literature:

K. Rari John and S. Kamini (2016), conducted a study on the Socio-economic status of women entrepreneurs in Handloom sector. This study focuses on technological backwardness and unsatisfactory working environments and tries to find out constraints encountered by the women entrepreneur weavers which shows continuous engagement by women entrepreneurs

Venkatesh J. and Vinoth Kumarasamy (2016), focus on the impact of viral marketing on handloom products. This research study gives strong idea about viral marketing scenario, the companies and industries are using the combination of both traditional and social media marketing for the development of business. This study further helps to understand that social media helps the marketers to deliver their messages in a clear and simple without any chaos in the promotion of their brands. Teena V.S and Nisha

Sheen (2016), conducted a research on Impact of cooperative societies on Empowerment of women weaver in handloom industry. This research focuses on health status of women weavers and functioning of cooperative societies and their benefits. This study also proves through statistical analysis that socio-economic factors and health and dietary patterns have significant relation with the empowerment attained through cooperative societies.

Boruah Rickey Rani and Kaur Satvinder (2015), in their topic “A study on the analysis of economic of weavers’ cooperative societies in Assam” analyzed the business operation of selected handloom weaving units in Assam and concluded that this sector is beset with manifold problems such as obsolete technologies, unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and, above all, competition from power loom and mill sector.

Rani Nisha and Anupama Bains (2014), analysed the allied workers and handloom weaver’s position. Form the analysis, the study observed various factors impact the consumer behavior and the study found out this industry gives employment opportunities to poor people

Suresh Bhagavatula et.al (2010), Small-scale firms in rural areas play an extremely important role in the development of any country, and especially in developing countries. To understand entrepreneurs who operate in a low-technology industry, we rely on the network perspective on entrepreneurship. In this paper, we investigate how the social and human capital of entrepreneurs (in this case master weavers in the handloom industry) influences their ability to recognize opportunities and mobilize resources. In addition to examining the direct effects, we also explore the possibilities of social capital mediating between human capital, on the one hand, and opportunity recognition and resource mobilization on the other. This paper adds to existing literature in two ways: firstly, we expand the social capital paradigm by including different

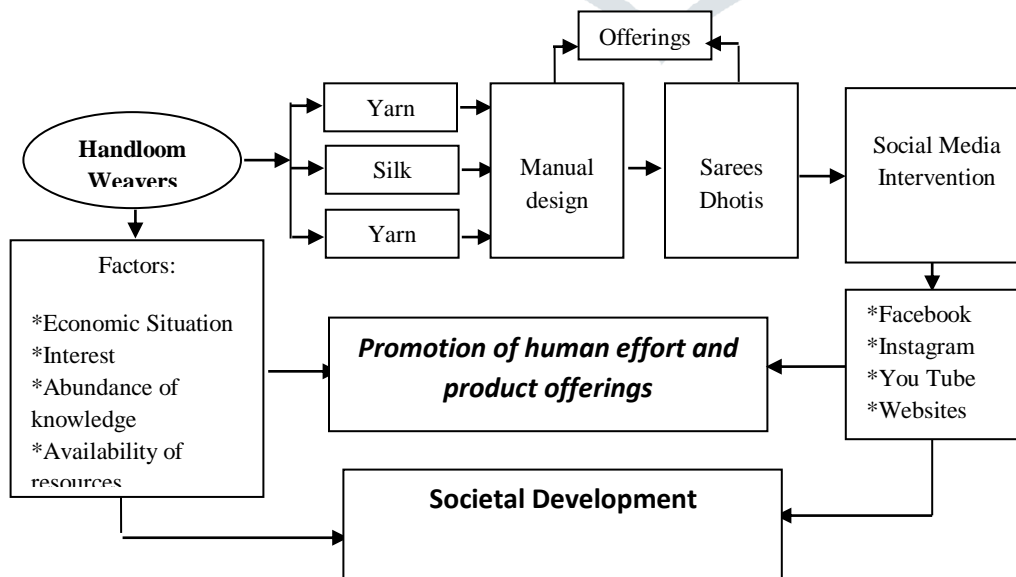
cultural settings and links to existing studies regarding small enterprises. Secondly, we provide additional evidence to the ongoing debate as to what constitutes a ‘good network’.

Narasimha Reddy,D (2006), This study stresses on women contribution towards weaving. There is no recognition to women’s work as weavers, even though women play a major role in all pre-loom operations and take on labor intensive activities. Women do not have access to government identity cards except in cases where they are widowed or are members of cooperatives. They also lack direct access to wages since weaving is a household enterprise and men take the final products for sale. The main thrust of cooperative societies is to promote the working of the Handloom industry as well as the economic conditions of the weavers by providing infrastructural support.

Meenakshi Bose (2014), in weaving, handloom sector contributed substantially to the economic prosperity of India. Because Indian society commonly is considered to be highly centralized and patriarchal, women’s control over and use of economic resources remains mysteriously disconnected from gender norms that subordinate women to men in other arenas. Desired Quality of work attained to fulfill the needs and wants of the end users

Kris Inwood and Phyllis Wagg (1993), this study articulates about the technology and gender contribution to gain strategic advancement. Handloom weaving with a mixture of wool and cotton yarn was common in late nineteenth-century Canada. The hand technology survived using industrial inputs and part-time female labor whose opportunity cost was relatively low in rural areas. The demand for homespun was income-sensitive and reinforced by the cold Canadian climate. The patterns of weaving by men and women differed, but both produced for the market in addition to home consumption. Cloth constituted a significant share of farm production, especially in low-income areas.

Conceptual Model – Weaver’s contribution towards Societal Development:

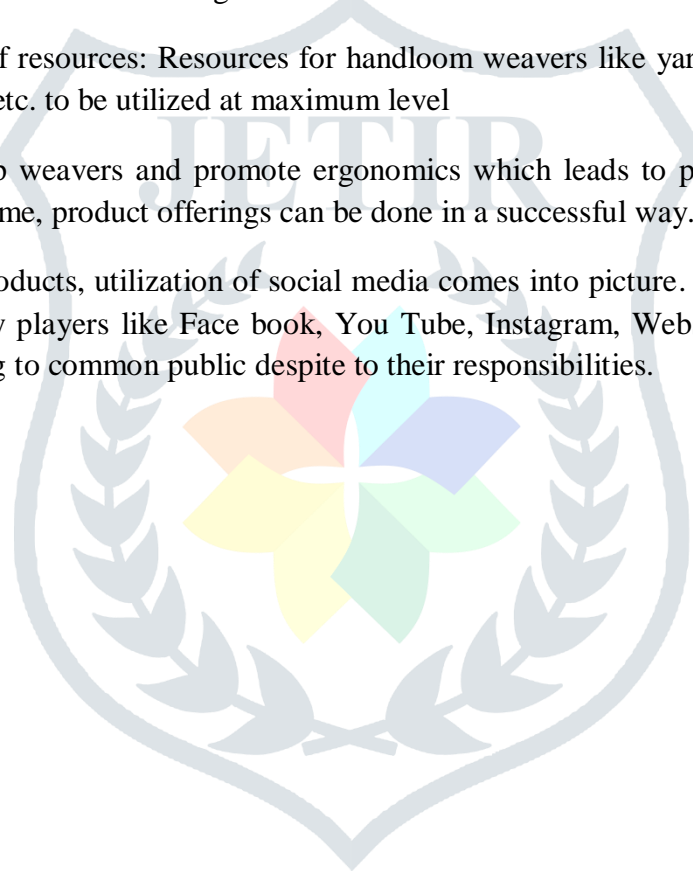


The conceptual model is framed out to find out the intervention of social media to highlight the contributions of weavers. This model brings out the sources where the offerings of handloom weavers will be energized. To achieve this some factors influence handloom weavers to manufacture Silk, Cotton sarees, khadi clothes. Factors like

- Economic situation: It determines the circumstances of the environment. Due to poverty, and to increase their standard of living, people engage themselves in handloom weaving activity
- Interest: This is the 2nd factor which comes voluntarily within one self. Based on passion and interest, one individual engage themselves in weaving field
- Abundant knowledge: Common people who are interested//forced to this weaving field should have technical knowledge related to this field
- Availability of resources: Resources for handloom weavers like yarn, cotton, silk, beam, design board etc. to be utilized at maximum level

All these factors help weavers and promote ergonomics which leads to promote the efforts of weavers. As an outcome, product offerings can be done in a successful way.

For promoting the products, utilization of social media comes into picture. With the intervention of social media many players like Face book, You Tube, Instagram, Websites etc. took role to promote their offering to common public despite to their responsibilities.



References:

- Boruah Rickey Rani, Kaur Satvinder. A study on the analysis of the economics of weaver's co-operative societies in Assam-International Journal of Scientific and Research Publications. 2015; 5(1):5-8.
- Dr. Venkatesh J. and Vinoth Kumarasamy (2016), Impact of viral marketing on handloom products with special reference to Coimbatore region, International Journal of Research in Economics and Social Sciences, Vol. 6, issue 4, pp 1-8.
- K. Rari John, S. Kamini, (2016), Socio-economic status of women entrepreneurs in handloom sector, International Journal of Applied Home Science, vol. 3(11 & 12), pp 459-469
- Kris Inwood and Phyllis Wagg The Survival of Handloom Weaving in Rural Canada Circa 1870, The journal of Economic History, **Volume 53, Issue 2**, June 1993 , pp. 346-358, <https://doi.org/10.1017/S0022050700012961>, Published online: 03 March 2009
- Meenakshi Bose , Sensitivity and Outlook of Children's ; Arts & Education International Research Journal ISSN 2349-1353 Vol 1 Issue 1 (2014), Pg 1-4
- Narasimha Reddy,D(2006)Women Handloom Weavers;facing the brunt.in.boell.org
- Rani Nisha, Anupma Bains. Consumer behavior towards Handloom products in the State of Punjab and Hariyana. International Journal of Advanced Research in Managemen and Social Sciences. 2014; 3(10):92-105.
- Suresh Bhagavatula et.al (2010), How social and human capital influence opportunity recognition and resource mobilization in India's handloom industry, Journal of Business Venturing, Volume 25, Issue 3, May 2010, Pages 245-260.
- Teena V.S., Dr. Nisha Sheen (2016), Impact of co-operative societies on Empowerment of women weavers, in handloom industry, Arts and Education International Research Journal, vol. 3, issue 1, pp 1-4.