

A STUDY ON PROBLEMS OF MAT WEAVERS IN PATTAMADAI.

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ABSTRACT

Mat weaving is an important traditional handicraft of Tamil Nadu which is famous for its Korai dry-grass mats. Mat weavers from here not only create intricate patterns and designs, but mats are multi coloured and often represent the ornate Pallav of traditional silk sari from Tamil Nadu. Mats made with korai/sedge grass are extremely delicate and highly valued. Korai grass (*Cyperus corymbosus* Rottb.) is found in abundance along the banks of the rivers and in marshy areas in Tamil Nadu. Pattamadai village in Tirunelveli district of Tamil Nadu is famous for its fine quality mats. Here the local reed is split into nearly hundred pieces and are woven on a loom with a cotton warp. The mats are so fine that they can be rolled and placed into a small box. The weaving also takes enormous time and patience on the part of the weaver. Men and women of the Lebbai Muslim community weave these famous mats only in this village. The mat weaving industry of Pattamadai, which hitherto used synthetic dyes for colouring its internationally acclaimed rugs, is all set to use an eco-friendly colorant, extracted from a plant. The study involved field works and interviews. The present work was undertaken to collect the information about the mat weaving art, and also study the natural dye yielding plants and their extraction methodology as well as dyeing properties in mat weaving.

Keywords: *Cyperus corymbosus*, Korai grass, Mat weaving, Natural dye.

INTRODUCTION

Along with basketry mat-weaving is proactive throughout India and among various communities. Grass, palm, bamboo and date leaf are made all over India. These mats are used as floor covering in Indian homes serving the same purpose as the woolen carpets and hence in many places are dyed or ornamented with silk work. Mats are also used as wall decorations, table covers, bedspreads and for various other purposes, floor mats are commonly made in South India. The socio-economic conditions of our country have many impacts on the cottage industries which are the back bone of the rural economy. the researcher has noticed number of mat weavers in Pattamadai their fore it is the need of the day to assess the condition of mat weaver and to take necessary step to protect them for sickness and death in this spirit the researcher has chosen socio condition of mat weavers in Pattamadai the most famous place for mat weavers in India for his study.

OBJECTIVES OF THE STUDY

- To study the production and marketing of mat weavers.
- To assess the problems faced by the mat weavers.

SCOPE OF THE STUDY

This study is mainly concerned with the problems and prospects of mat weavers in Pattamadai. The researcher makes an attempt to study the socio-economic background of the mat weavers in Pattamadai, the problems faced by them in getting funds from banks, co-operative society and the problem faced in getting material for the product by the mat weavers in Pattamadai

METHODOLOGY

This study is based on both primary and secondary data. The primary data have been collected from the mat weavers through the structured interviews schedule. Secondary data have been collected from books, articles, magazines and also from internet.

SAMPLE DESIGN

The researcher has selected the convenience sampling method. The researcher has chosen 50 mat weavers were from the population as per the convenience of the researcher.

DATA COLLECTION

The present study is mainly based on primary data. The respondents selected for the study were mostly met at their house. The required primary data were collected by interview schedule.

TOOLS FOR ANALYSIS

The use of statistical tools helps us to evaluate the problem under the study in a judicial manner. While analyzing the primary data statistical tools such as tables, graphs, percentage, and ranking techniques are used to analysis the problems and prospects of mat weavers in Pattamadai.

REVIEW OF LITERATURE

C. Pangorei as a fibre plant has remained barely studied. Nevertheless, interest in this crop seems to be increasing worldwide for its importance in the making of Pathamadai Silk Mats (Amalraj, 1990; Benazir, 2010; Govind, 2004 Balaji, 2005; Venkatesan, 2005; Basu, 2005). The aim of this investigation is to evaluate the anatomy, fibre dimensions and derived values, chemical, and physico-mechanical properties of the fibre macerates and culm strands of this wonderful mat sedge so as to understand the strength and properties of its fibres.

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Dr. S. Muthiah, A.Venkateswaran Pattamadai mat weavers and Fine mat products are of international repute. Though the Pattamadai mat products are enjoying a ready market both at home and abroad, there are grey areas demanding immediate attention to sustain and further improve this traditional craft and to help the Pattamadai Fine mat weavers to achieve new heights. In the present study, we have analysed the socio-economic profile and the problems of Mat weavers in Pattamadai of Tirunelveli District.

Dr.S.Muthiah Mat weaving is an important traditional handicraft of Tamil Nadu which is famous for its korai dry-grass mats. The weaving also takes enormous time and patience on the part of the weaver. Men and women of the Muslim community weave these famous fine mats only in Pattamadai of Tirunelveli District. The MSMEs have been characterized by their traditional strengths of relatively low investment requirements, effective resource utilization, greater operational flexibility, mobility and higher innovativeness. MSME, sector worldwide is being considered as the growth engine of any economy. The general aim of the present paper is to explore the social, economic and working conditions of the weavers of Pattamadai in particular and the problems, prospects as well as its characteristics.

DATA ANALYSIS AND INTERPRETATION

Classification of mat weavers on the basis of fixing the price:

Fixing the price is a vital role for the mat weavers is made by fixing the price is made and the following table show

CLASSIFICATION OF MAT WEAVERS ON THE BASIS OF FIXING THE PRICE

| Fixing the price | No. of Respondents | Percentage |
|------------------|--------------------|------------|
| Self | 15 | 30 |
| Society | 27 | 54 |
| Agent / broker | 2 | 4 |
| Retailer | 6 | 12 |
| Total | 50 | 100 |

Source: Primary Data

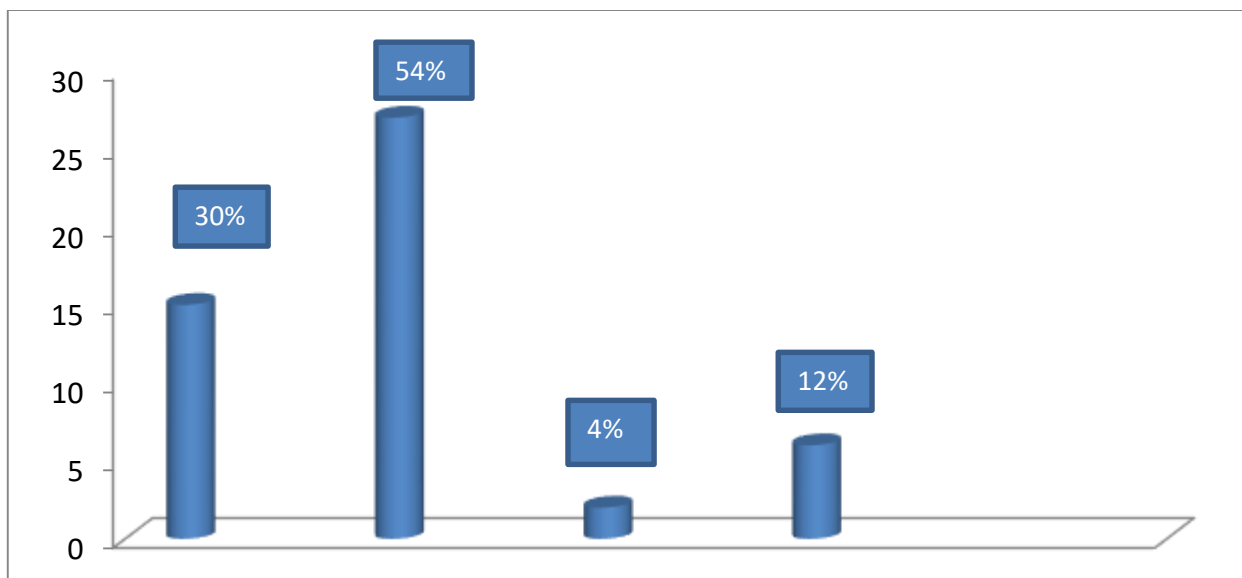


Table shows that out of 50 respondents 30 percent of the respondents are fixing the price by them own and following by 54 percent of the respondents are fixing the price by society another 4 percent of the respondents are agent / broker and another 12 percent of the respondents are retailer.

MARKETING PROBLEMS MAT WEAVERS PRODUCERS

Classification of the mat weavers by production relative problems

MARKETING PROBLEMS OF MAT WEAVERS PRODUCERS

| Sl. No | Production Problems | SA | A | NO | DA | SDA | Total |
|--------|-----------------------------|----------|----------|--------|----------|---------|---------|
| 1. | Lack of raw material | 18(36.0) | 17(34.0) | 2(4.0) | 7(14.0) | 6(12.0) | 50(100) |
| 2. | Lack of workers | 17(34.0) | 19(38.0) | 2(4.0) | 5(10.0) | 7(14.0) | 50(100) |
| 3. | Lack of demand | 22(44.0) | 17(34.0) | 1(2.0) | 9(18.0) | 1(2.0) | 50(100) |
| 4. | Lack of rainy season | 34(68.0) | 10(20.0) | 1(2.0) | 4(8.0) | 2(4.0) | 50(100) |
| 5. | Lack of finance | 18(36.0) | 13(26.0) | 1(2.0) | 10(20.0) | 9(16.0) | 50(100) |
| 6. | Competition by plastic mate | 22(44.0) | 12(24.0) | 2(4.0) | 12(24.0) | 6(14.0) | 50(100) |
| 7. | Lack of motivation | 15(30.0) | 15(30.0) | 2(4.0) | 10(20.0) | 8(16) | 50(100) |

Source: Primary Data

The above table reveals that most of the mat weavers either strongly agree or agree with the statements of production problems. Among the mat weaver, majority of 68.0 per cent are strongly agree

with the statement 'Lack of finance' and next majority of 38.0 per cent are agree with the statement 'Lack of motivation'. It is inferred that majority of the mat weavers face the production problems of finance.

FINDINGS

- It is clear from the study that majority of the respondents are facing problems due to lack of finance. So the government should provide the assistance to mat weavers.
- Majority of the respondent 54 per cent sell their product to the co-operative society. They as avail loan.
- The analysis reveals that majority (54 per cent) of the mat wavers had invested below Rs.1000.
- It is identified that majority of the mat wavers face the production problems of there is minimum amount of orders minimum amount of employers required.

SUGGESTIONS

- Co-operative societies should give more importance to promotional strategies and government should give promotion subsidy to well established mat weavers. Co-operative society can employ interesting sales promotion tools like coupons, free gifts etc to create interest and excitement to the customer to buy mat weavers. Publicity is one of the essential factors, which influence the sale of the mat weavers. Therefore government should provide special publicity drive to promote mat weavers
- The government should help the weavers for purchasing the new modern machine of mat loom.
- The various intuition should conduct the exhibition mainly for their mat weavers to sell their product.

CONCLUSION

The study gives a clear idea of socio economic conditions of mat weavers in Pattamadai. it is hoped that suggestions made in this study, will help in solving many problems of the poor and downtrodden mat weavers who, the challenges faced by scientists, researchers, extension workers and farmers in the next millennium would be to find appropriate ways of utilizing the earth's resources to feed the expanded human population with the improved living standards in the rural areas. Directly, it provides massive employment opportunities to the mat weavers, indirectly a significant section rural mass gets livelihood through marketing mat based products. Due to modernization of many industries, the mat weavers face lot of problems such as low wages, poor working conditions seasonal temporary employment so, the government must take necessary steps to overcome their problems and improve their socio economic condition.

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