# PERCEPTION OF THE POWER LOOM OWNERS ON THE PROBLEMS AND PROSPECTS IN COIMBATORE DISTRICT

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**ABSTRACT**

The Indian textile industry has an awesome existence in the Indian economy. It is second largest employer after Agriculture in India. It is one of the largest in the world with a massive raw material and textiles manufacturing base. Currently, it contributes about 14 percent to industrial production, 4 percent to the GDP, and 17 percent to the country's export earnings. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agricultural based raw-material production like cotton and related trade and handling could be stated to be around another 60 million. The India Textile Industry has three main segments mill sector, handloom sector and decentralized power loom sector.

**Keywords**: Power Loom, Owner.

## INTRODUCTION:

The Indian textile is one of the largest industries in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent on the textile manufacturing and trade in addition to other major industries. About 27% of the exchange ear on account of export of textiles and clothing alone. The textiles and clothing sector contributes about 14% to the industrial production and 3% to the gross domestic of the country. Around 8% of the total excise revenue collection is contributed by the textile industry. The textile industry accounts for as large as 21% of the total employment generated in the economy. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agricultural based raw- material production like cotton and related trade and handling could be stated to be around another 60 million. This industry is poised to meet the in the post 2005 trade regime under WTO. The consequent effects of unleashing a flood of imported textiles into India and also making the export markets more competitive are being felt from now onwards. The textile industry in India has a strong multi fiber raw material production base, vast pool of skilled personnel, entrepreneurial talent, good export potential and low import content. Production systems are flexible, dynamic and vibrant.
However, the industries above strength get substantially diluted on account of production process disadvantages in certain areas in terms of technology and supply – chain management deficiencies. In order to withstand the competition both in international and domestic markets and accelerate our export growth, it is imperative to identify the strengths and weaknesses of the textile industry hindering its growth, Considering the inherent of this industry in terms of a strong raw material base, skilled manpower and low wage costs, this industry has immense potential in the globalize textile economy. However, given the nature and extent of the fragmentation and technology obsolescence in the decentralized sector it calls for a focused action plan and programmes to accelerate and sustain the growth level of the different segments of the industry.
In spite of the fact that the industry could assimilate high technology levels for better quality production in the market, it has never adapted to the modern technology and, therefore, has remained obsolete. In the advent of globalization, the Government of India, as part of its modernization efforts, has decided to induct about 50,000 shuttles looms and upgrade 2.5 lakh loom into automatic and semi automatic power looms and make it cost effective.

## NEED FOR THE STUDY:

The India textile industry is structurally flawed and its efficiency and growth depends upon the corrective measures and their effectiveness. This process of improving the structural aspects of the industry was initiated in the 1985 Textiles Policy, which for the first took a sectoral view of the industry. The government is spelling out the need for an integrated approach is felt to help the textile industry to achieve a reasonable level of upgraded production technology and make it strong enough to face the changed competitive global scenario from the year 2005. In order to meet the changed competitive conditions due to globalization and liberlisation of the economy, there is an urgent need for upgrading the technology levels currently prevailing in the weaving segment, particularly the power loom sector. All these call for the preparation and implementation of proper action plan in which all the stakeholder i.e., the government, the weavers and the other interest groups get fully involved.

## LITERATURE REVIEW:

A list of studies made earlier in this area is presented in the following paragraphs;

a) In his book titled as "The handloom industry in South India" Venkataraman (1940) stated that the overall structure and the functioning of the industry in the southern state of India before independence.
b) In his study titles as " The Study of Handloom Industry in Tamilnadu" Arulanandam (1980) stated that A coherent picture of the industry in Tamilnadu by analyzing the structure and organizational set up, local production techniques internal marketing problems, export potential and the role of co-operatives has been given in it.
c) In his study titles as "Weaver's co-operative societies in Coimbatore District – A Study of Utilization by members" Shanmuganathan (1982) stated that offers some suggestions for achieving a higher degree of utilization of the weavers' co-operatives. He analyses the influence of the institutional factors responsible for the utilization of the weavers' co-operative societies by the members.

## OBJECTIVES OF THE STUDY:

The present study has been carried out with the prime objective of assessing the satisfaction derived by the owners of power looms on the performance of their units and the factors that influence same.

## METHODOLOGY AND TOOLS EMPLOYED:

The study is based on primary data and the required data for the study were collected through structured questionnaire from two hundred and fifty respondents of power loom owners in somanur. The respondents for the study were drawn by means convenient sampling method. In order to find out the relationship between the opinion on the various prospects and level of satisfaction of power loom owners, chi – square test was employed.

## HYPOTHESIS:

In tune with the objectives of the study hypotheses were formulated that various factors relating to the sample respondents (independent variables) such as age, sex, literacy status etc. do not significantly influence their satisfaction on the performance of the of the power looms.

## PROFILE OF THE SAMPLE RESPONDENTS:

The profile of the sample respondents is given in the following table.

**Table 1: Profile of the Sample respondents**

| S. N. | Factor | Category | No.of respondents | Percentage |
|---|---|---|---|---|
| **1** | Sex | Male | 200 | 80 |
| | | Female | 50 | 20 |
| | | **Total** | **250** | **100** |
| **2** | Age | Young (Upto 35) | 114 | 45.6 |
| | | Middle(Between 36 and 45) | 76 | 30.4 |
| | | Old (Above 45) | 60 | 24 |
| | | **Total** | **250** | **100** |
| **3** | Marital Status | Single | 58 | 23.2 |
| | | Married | 192 | 76.8 |
| | | Total | **250** | **100** |
| **4** | Literacy Status | Illiterate | 20 | 8.0 |
| | | High School | 60 | 24.0 |
| | | Higher Secondary | 112 | 44.8 |
| | | Graduate | 58 | 23.2 |
| | | **Total** | **250** | **100** |
| **5** | Type of Ownership | Sole proprietorship | 184 | 73.6 |
| | | Partnership | 66 | 26.4 |
| | | **Total** | **250** | **100** |
| **6** | Level of Investment | Less (Less than 3 lakhs) | 62 | 24.8 |
| | | Moderate (3 -7 lakhs) | 118 | 47.2 |
| | | More (More than 7 lakhs) | 70 | 28.0 |
| | | **Total** | **250** | **100** |
| **7** | Experience in power loom | Less (Less than a year) | 16 | 6.4 |
| | | Moderate(1 year to 3 years) | 86 | 34.4 |
| | | More (Above 3years) | 148 | 59.2 |
| | | **Total** | **250** | **100** |
| **8** | Income in the unit | *Low (Upto 100000)* | 78 | 31.20 |
| | | *Medium (100001 – 200000)* | 112 | 44.8 |

| | | | | |
|---|---|---|---|---|
| | | *High (Above 200001)* | 60 | 24.0 |
| | | **Total** | **250** | **100** |
| **9** | Type of finance | Own funds | 132 | 52.8 |
| | | Borrowing from personal sources | 38 | 15.2 |
| | | Loan from banks and financial institution | 80 | 32 |
| | | **Total** | **250** | **100** |
| **10** | Power Looms | Less (Upto 15 looms) | 174 | 69.6 |
| | | Moderate (16-30 looms) | 58 | 23.2 |
| | | More (More than 30 looms) | 18 | 7.2 |
| | | **Total** | **250** | **100** |
| **11** | No of Shifts per day | 1 shift | 34 | 13.6 |
| | | 2 shift | 158 | 63.2 |
| | | 3 shift | 58 | 23.2 |
| | | **Total** | **250** | **100** |
| **12** | No of Workers | Less (Upto 5 workers) | 84 | 33.6 |
| | | Medium (6-10 workers) | 118 | 47.2 |
| | | More(more than 10 workers) | 48 | 19.2 |
| | | **Total** | **250** | **100** |
| **13** | Output | Gaada | 176 | 70.4 |
| | | Saree | 16 | 6.4 |
| | | Dhoti | 24 | 9.6 |
| | | Others (Specify) | 34 | 13.6 |
| | | **Total** | **250** | **100** |
| **14** | Output per day | Less than 20 mtrs | 10 | 4 |
| | | 21-25 mtrs | 46 | 18.4 |
| | | 26-30 mtrs | 134 | 53.6 |
| | | More than 30 mtrs | 60 | 24 |
| | | **Total** | **250** | **100** |
| **15** | Improving Quality and quantity | Training to the workers | 28 | 11.2 |
| | | Maintain sufficient stock of spare units | 70 | 28.0 |
| | | Maintain diesel engine for power units | 58 | 23.2 |
| | | Quality raw materials | 94 | 37.6 |
| | | **Total** | **250** | **100** |
| **16** | Awareness of latest technology | Yes | 138 | 55.2 |
| | | No | 112 | 44.8 |
| | | **Total** | **250** | **100** |
| **17** | Awareness of technology | Automatic loom | 44 | 32 |
| | | Sulzer | 44 | 32 |
| | | Warp stop | 34 | 24.6 |
| | | Warp weft | 16 | 11.4 |
| | | **Total** | **138** | **100** |

Source: Survey Data

**TABLE – 1 INDICATES THAT:**

a. Two hundred are male respondents (80%) and Fifty (20%) are female respondents.
b. One hundred and fourteen respondents (45.6%) belong to 'young' age group (upto 35 years), seventy six respondents (30.4%) belong to 'middle' age group (36 years and 45 years) and the remaining sixty respondents (24%) belong to 'old' age group (above 45 years).

c. Fifty eight respondents (23.2%) are single Unmarried and remaining one hundred and ninety two respondents (76.8%) are married.
d. Twenty respondents (8%) belong to illiterate, sixty respondents (24%) belong to high school, one hundred twelve respondents (44.8%) belong to higher secondary and remaining fifty eight respondents (23.2%) belong to graduates.
e. One hundred and eighty four respondents (73.6%) belong to sole proprietorship and remaining sixty six respondents (26.4%) belong to partnership firm category.
f. Sixty two respondents (24.8%) belong to invest less than three lakhs, one hundred and eighteen respondents (47.2%) belong to invest moderate three to seven lakhs and remaining seventy respondents (28%) belong to invest more than seven lakhs.
g. Sixteen respondents (6.4%) belong to experience less than a year, eighty six respondents (34.4%) belong to experience moderate between one to three years and remaining one hundred and forty eight respondents (59.2%) belong to experience above three years.
h. Seventy eight respondents (31.2%) belong to low income level upto one lakh, one hundred and twelve respondents (44.8%) belong to income level between one lakh and one rupee to two lakhs and remaining sixty respondents (24%) belong to income level above two lakhs.
i. One hundred and thirty two respondents (52.8%) belong to invest own funds, thirty eight respondents (15.2%) belong to borrow from personal sources and remaining eighty respondents (32%) belong to avail loan from banks and financial institutions.
j. One hundred and seventy four respondents (69.6%) belongs to having power looms upto fifteen, fifty eight respondents (23.2%) belong to having power looms between sixteen to thirty and remaining eighteen respondents (7.2%) belong to having power looms more than thirty.
k. Thirty four respondents (13.6%) belong to one shit per day in their company, one hundred and fifty eight respondents (63.2%) belong to two shifts per day in their company and remaining fifty eight respondents (23.2%) belong to three shits per day in their company.
l. Eighty four respondents (33.6%) belong to having upto five workers, one hundred and eighteen respondents (47.2%) belong to having workers between six to ten workers and forty eight respondents (19.2%) belong to having labours more than ten.
m. One hundred and seventy six respondents (70.4%) belong to manufacture Gaada, sixteen respondents (6.4%) belong to manufacture Saree, twenty four respondents (9.6%) belong to manufacture Dhoti and remaining thirty four respondents (13.6%) belong to manufacture other products.
n. Ten respondents (4%) belong to produce less than twenty meters per day, forty six respondents (18.4%) belong to produce between twenty one to twenty five meters per day, one hundred and thirty four respondents (53.6%) belong to produce between twenty six to thirty meters per day and remaining sixty respondents (24%) belong to produce more than thirty meters per day.
o. Twenty eight respondents (11.2%) belong to providing training to the workers to improve the quality and quantity of output, seventy respondents (28%) belong to maintain sufficient stock of spare units to improve the quality and quantity of output, fifty eight respondents (23.2%) belong to maintain diesel engine for power units to improve the quality and quantity of output and remaining ninety four respondents (37.6%) belong to maintain quality raw materials to improve the quality and quantity of output.
p. One hundred and thirty eight respondents (55.2%) belong to have the awareness of latest technology and remaining one hundred and twelve respondents (44.8%) belong to don't have the awareness of latest technology.
q. Forty four respondents (32%) belong to have awareness of automatic loom technology, forty four respondents (32%) belong to have awareness of sulzer technology, thirty four respondents (24.6%) belong to have awareness of warp stop technology and remaining sixteen respondents (11.4%) belong to have awareness of warp weft technology.

## EXTENT OF VARIATION IN THE SATISFACTION OF THE SAMPLE RESPONDENTS:

The respondents of the study were grouped into three in accordance with their level of satisfaction such as the respondents who derived low, fair and high level of satisfaction on the performance of their units. The respondents with the scores up to 80 were categorized 'less satisfied respondents' the respondents whose scores were between 81 and 190 were categorized as the 'fairly satisfied respondents' and the respondents with the scores above 190 were categorized as highly satisfied respondents. Accordingly fifty four

respondents (21.60%) derived low level of satisfaction, one hundred and twenty three respondents (49.20%) derived fair level of satisfaction and the remaining seventy three respondents (29.20%) derived high level of satisfaction on the performance of their units. The distribution of the sample respondents in accordance with their level of satisfaction on the performance of their units is given in Table – 2.

**Table 2: Extent of variation in the satisfaction of the sample respondents**

| Level of Satisfaction | Number of Respondents | Percentage |
|---|---|---|
| Low | 54 | 21.60 |
| Fair | 123 | 49.20 |
| High | 73 | 29.20 |
| **Total** | **250** | **100** |

**Source:** Survey Data

Table – 2 reveals that out of two hundred and fifty sample respondents, fifty four respondents (21.60%) were less satisfied, one hundred and twenty three respondents (49.20%) were fairly satisfied and the remaining seventy three respondents (29.20%) were fairly satisfied with the performance of their units. It indicates that majority of the respondents (49.20%) were fairly satisfied with the performance of their units.

**FACTORS INFLUENCING THE PERCEPTOIN AND SATISFACTION OF THE SAMPLE RESPONDENTS:**

In order to find out the influence of various factors on the perception and satisfaction of the sample respondents, chi –square test has been employed and the result of the test is presented in the following paragraphs:

**(a) SEX GROUP OF THE RESPONDENTS AND THE LEVEL OF SATISFACTION:**

Out of two hundred male respondents forty two respondents are less satisfied, one hundred and four respondents are fairly satisfied and the remaining fifty four respondents were highly satisfied with the performance of their units. Out of fifty female respondents twelve respondents are less satisfied, nineteen respondents are fairly satisfied and the remaining nineteen respondents were highly satisfied with the performance of their units.

**Table 3: Sex group of the respondents and level of satisfaction**

| Sex Group | No. of respondents | Level of Satisfaction | | |
|---|---|---|---|---|
| | | Low | Fair | High |
| Male | 200 | 42 **(21.00%)** | 104 (52.00%) | 54 (27.00%) |
| Female | 50 | 12 (24.00%) | 19 (38.00%) | 19 **(38.00%)** |
| **Total** | **250** | **54** | **123** | **73** |

**Source:** Survey Data

Table – 3 indicates that the percentage of respondents with low level of satisfaction is the lowest (21.00%) among the male respondents and the percentage of respondents with high level of satisfaction is the highest (38.00%) among the female respondents. As the result is inconsistent, it can be inferred that the relationship between the sex group of the respondents and their level of satisfaction on the performance of their unit is not significant. The result of the chi-square test indicates that the calculated value (3.42) is less than the table value (5.991) for 2 d.f, the null hypothesis can be accepted and it could be concluded that the sex group of the respondents not significantly influence their level of satisfaction on the performance of their units.

**(b) AGE GROUP OF THE RESPONDENTS AND THE LEVEL OF SATISFACTION:**

Out of one hundred and fourteen respondents 'below 35 years' age group twenty two respondents are less satisfied, sixty respondents are fairly satisfied and the remaining thirty two respondents were highly satisfied with the performance of their units. Out of seventy six respondents 'between 36 – 45 years' age group fifteen respondents are less satisfied, forty respondents are fairly satisfied and the remaining twenty one respondents were highly satisfied with the performance of their units. Out of sixty respondents 'above 45 years' age group seventeen respondents are less satisfied, twenty three respondents are fairly satisfied and the remaining twenty respondents were highly satisfied with the performance of their units.

**Table 4: Age group of the respondents and the level of satisfaction**

| Age | No. of respondents | Level of Satisfaction | | |
|---|---|---|---|---|
| | | Low | Fair | High |
| Below 35 years | 114 | 22 **(19.30%)** | 60 (52.63%) | 32 (28.07%) |
| 36 - 45 Years | 76 | 15 (19.74%) | 40 (52.63%) | 21 (27.63%) |
| Above 45 Years | 60 | 17 (28.33%) | 23 (38.33%) | 20 **(33.34%)** |
| **Total** | **250** | **54** | **123** | **73** |

**Source:** Survey Data

Table – 4 indicates that the percentage of respondents with low level of satisfaction is the lowest (19.30%) among age group below 35 years and the percentage of respondents with high level of satisfaction is the highest (33.34%) among the respondents belong to age group above 45 years and hence it can inferred that the relationship between the age group of the respondents and their level of satisfaction on the performance of their unit is not significant. The result of the chi-square test indicates that the calculated value (4.02) is less than the table value (9.488) for 4 d.f, the null hypothesis can be accepted and it could be concluded that the age group of the respondents not significantly influence their level of satisfaction on the performance of their units.

### (c) MARITAL STATUS OF THE RESPONDENTS AND THE LEVEL OF SATISFACTION:

Out of fifty eight single (Unmarried) respondents twenty respondents are less satisfied, twenty two respondents are fairly satisfied and the remaining sixteen respondents were highly satisfied with the performance of their units. Out of one hundred and ninety two married respondents thirty four respondents are less satisfied, one hundred and one respondents are fairly satisfied and the remaining fifty seven respondents were highly satisfied with the performance of their units.

**Table 5: Marital status of the respondents and level of satisfaction**

| Marital Status | No. of respondents | Level of Satisfaction | | |
|---|---|---|---|---|
| | | Low | Fair | High |
| Single | 58 | 20 (34.48%) | 22 (37.93%) | 16 (27.59%) |
| Married | 192 | 34 **(17.71%)** | 101 (52.60%) | 57 **(29.69%)** |
| **Total** | **250** | **54** | **123** | **73** |

**Source:** Survey Data

Table – 5 indicates that the percentage of respondents with low level of satisfaction is the lowest (17.71%) and the percentage of respondents with high level of satisfaction is the highest (29.69%) among the married respondents and hence it can inferred that the relationship between the marital status of the respondents and their level of satisfaction on the performance of their unit is significant. The result of the chi-square test indicates that the calculated value (7.82) is more than the table value (5.991) for 2 d.f, the null hypothesis can be rejected and it could be concluded that the marital status of the respondents significantly influence their level of satisfaction on the performance of their units.

### (d)LITERACY STATUS OF THE RESPONDENT AND THE LEVEL OF SATISFACTION:

Out of twenty respondents 'illiterate' five respondents are less satisfied, five respondents are fairly satisfied and the remaining ten respondents were highly satisfied with the performance of their units. Out of sixty respondents 'High school' fourteen respondents are less satisfied, eighteen respondents are fairly satisfied and the remaining twenty eight respondents were highly satisfied with the performance of their units. Out of one hundred and twelve respondents 'Higher secondary' twenty four respondents are less satisfied, sixty eight respondents are fairly satisfied and the remaining twenty respondents were highly satisfied with the performance of their units. Out of fifty eight respondents 'Graduate' eleven respondents are less satisfied, thirty two respondents are fairly satisfied and the remaining fifteen respondents were highly satisfied with the performance of their units.

**Table 6: Literacy status of the respondent and the level of satisfaction**

| Educational Qualification | No. of respondents | Level of Satisfaction | | |
|---|---|---|---|---|
| | | Low | Fair | High |
| Illiterate | 20 | 05 (25.00%) | 05 (25.00%) | 10 **(50.00%)** |
| High school | 60 | 14 (23.33%) | 18 (30.00%) | 28 (46.67%) |
| Higher Secondary | 112 | 24 (21.43%) | 68 (60.71%) | 20 (17.86%) |
| Graduate | 58 | 11 **(18.97%)** | 32 (55.17%) | 15 (25.86%) |
| **Total** | **250** | **54** | **123** | **73** |

**Source:** Survey Data

Table – 6 indicates that the percentage of respondents with low level of satisfaction is the lowest (18.97%) among the graduate respondents and the percentage of respondents with high level of satisfaction is the highest (50.00%) among the illiterate respondents. As the result is inconsistent, it can be inferred that the relationship between the literacy status of the respondents and their level of satisfaction on the performance of their unit is not significant. The result of the chi-square test indicates that the calculated value (25.09) is more than the table value (12.592) for 6 d.f, the null hypothesis can be rejected and it could be concluded that the literacy status of the respondents significantly influence their level of satisfaction on the performance of their units.

**(e) OWNERSHIP OF THE RESPONDENTS AND THE LEVEL OF SATISFACTION:**

Out of one hundred and eighty four sole proprietorship respondents thirty two respondents are less satisfied, ninety two respondents are fairly satisfied and the remaining sixty respondents were highly satisfied with the performance of their units. Out of sixty six partnership respondents twenty two respondents are less satisfied, thirty one respondents are fairly satisfied and the remaining thirteen respondents were highly satisfied with the performance of their units.

**Table 7: Ownership of the respondents and the level of satisfaction**

| Type of Ownership | No. of respondents | Level of Satisfaction | | |
|---|---|---|---|---|
| | | Low | Fair | High |
| Sole Proprietorship | 184 | 32 **(17.39%)** | 92 (50.00%) | 60 **(32.61%)** |
| Partnership | 66 | 22 (33.33%) | 31 (46.97%) | 13 (19.70%) |
| **Total** | **250** | **54** | **123** | **73** |

**Source:** Survey Data

Table – 7 indicates that the percentage of respondents with low level of satisfaction is the lowest (17.39%) and the percentage of respondents with high level of satisfaction is the highest (32.61%) among the sole proprietorship respondents and hence it can inferred that the relationship between the ownership of the respondents and their level of satisfaction on the performance of their unit is significant. The result of the chi-square test indicates that the calculated value (8.58) is more than the table value (5.991) for 2 d.f, the null hypothesis can be rejected and it could be concluded that the ownership of the respondents significantly influence their level of satisfaction on the performance of their units.

**(f) INVESTMENT LEVEL OF THE RESPONDENTS AND THE LEVEL OF SATISFACTION:**

Out of sixty two respondents invest less than three lakhs twelve respondents are less satisfied, twenty four respondents are fairly satisfied and the remaining twenty six respondents were highly satisfied with the performance of their units. Out of one hundred and eighteen respondents invest moderate between three to seven lakhs twenty eight respondents are less satisfied, fifty five respondents are fairly satisfied and the remaining thirty five respondents were highly satisfied with the performance of their units. Out of seventy respondents invest more than seven lakhs fourteen respondents are less satisfied, forty four respondents are fairly satisfied and the remaining twelve respondents were highly satisfied with the performance of their units.

**Table 8: Investment level of the respondents and the level of satisfaction**

| Level of Investment | No. of respondents | Level of Satisfaction | | |
|---|---|---|---|---|
| | | Low | Fair | High |
| Less than 3 Lakhs | 62 | 12 **(19.35%)** | 24 (38.71%) | 26 **(41.94%)** |
| Moderate (3 - 7 Lakhs) | 118 | 28 (23.73%) | 55 (46.61%) | 35 (29.66%) |
| More than 7 Lakhs | 70 | 14 (20.00%) | 44 (62.86%) | 12 (17.14%) |
| **Total** | **250** | **54** | **123** | **73** |

**Source:** Survey Data

Table – 8 indicates that the percentage of respondents with low level of satisfaction is the lowest (19.35%) and the percentage of respondents with high level of satisfaction is the highest (41.94%) among the invest less than three lakhs respondents and hence it can inferred that the relationship between the investment level of the respondents and their level of satisfaction on the performance of their unit is significant. The result of the chi-square test indicates that the calculated value (11.61) is more than the table value (9.488) for 4 d.f, the null hypothesis can be rejected and it could be concluded that the investment level of the respondents significantly influence their level of satisfaction on the performance of their units.

**(g) EXPERIENCE OF THE RESPONDENTS AND THE LEVEL OF SATISFACTION:**

Out of sixteen respondents experience less than a year five respondents are less satisfied, four respondents are fairly satisfied and the remaining seven respondents were highly satisfied with the performance of their units. Out of eighty six respondents experience moderate between one to three years thirty eight respondents are less satisfied, eighteen respondents are fairly satisfied and the remaining thirty respondents were highly satisfied with the performance of their units. Out of one hundred and forty eight respondents experience more than three years eleven respondents are less satisfied, one hundred and one respondents are fairly satisfied and the remaining thirty six respondents were highly satisfied with the performance of their units.

**Table 9: Experience of the respondents and the level of satisfaction**

| Experience in Power Loom | No. of respondents | Level of Satisfaction | | |
|---|---|---|---|---|
| | | Low | Fair | High |
| Less than a year | 16 | 5 (31.25%) | 4 (25.00%) | 7 **(43.75%)** |
| Moderate (1 year to 3 years) | 86 | 38 (44.19%) | 18 (20.93%) | 30 (34.88%) |
| More (Above 3 years) | 148 | 11 **(7.43%)** | 101 (68.24%) | 36 (24.32%) |
| **Total** | **250** | **54** | **123** | **73** |

**Source:** Survey Data

Table – 9 indicates that the percentage of respondents with low level of satisfaction is the lowest (7.43%) among the experience more than three years respondents and the percentage of respondents with high level of satisfaction is the highest (43.75%) among the experience less than a year respondents. As the result is inconsistent, it can be inferred that the relationship between the experience level of the respondents and their level of satisfaction on the performance of their unit is not significant. The result of the chi-square test indicates that the calculated value (64.85) is more than the table value (9.488) for 4 d.f, the null hypothesis can be rejected and it could be concluded that the experience level of the respondents significantly influence their level of satisfaction on the performance of their units.

**(h) INCOME IN THE UNIT OF THE RESPONDENTS AND THE LEVEL OF SATISFACTION:**

Out of seventy eight respondents income upto one lakh twenty two respondents are less satisfied, eighteen respondents are fairly satisfied and the remaining thirty eight respondents were highly satisfied with the performance of their units. Out of one hundred and twelve respondents income between one lakh one rupee to two lakhs eighteen respondents are less satisfied, seventy five respondents are fairly satisfied and the remaining nineteen respondents were highly satisfied with the performance of their units. Out of sixty respondents income more than two lakhs one rupee fourteen respondents are less satisfied, thirty respondents are fairly satisfied and the remaining sixteen respondents were highly satisfied with the performance of their units.

**Table 10: Income in the unit of the respondents and the level of satisfaction**

| Income | No. of respondents | Level of Satisfaction | | |
|---|---|---|---|---|
| | | Low | Fair | High |
| *Low (Upto 100000)* | 78 | 22 (28.21%) | 18 (23.08%) | 38 **(48.72%)** |
| *Medium (100001 – 200000)* | 112 | 18 **(16.07%)** | 75 (66.96%) | 19 (16.96%) |
| *High (Above 200001)* | 60 | 14 (23.33%) | 30 (50.00%) | 16 (26.67%) |
| **Total** | **250** | **54** | **123** | **73** |

**Source:** Survey Data

Table – 10 indicates that the percentage of respondents with low level of satisfaction is the lowest (16.07%) among the income between one lakh one rupee to two lakhs respondents and the percentage of respondents with high level of satisfaction is the highest (48.72%) among the income upto one lakh respondents. As the result is inconsistent, it can be inferred that the relationship between the income level of the respondents and their level of satisfaction on the performance of their unit is not significant. The result of the chi-square test indicates that the calculated value (37.30) is more than the table value (9.488) for 4 d.f, the null hypothesis can be rejected and it could be concluded that the income level of the respondents significantly influence their level of satisfaction on the performance of their units.

**PERCEPTION OF THE RESPONDENTS ON THE PROBLEMS FACED BY THEM IN THE POWER LOOM UNITS – RANKING ANALYSIS:**

**Table 11: Ranking of Power Loom Unit**

| S. No | Power Loom Unit | 1(4) | 2(3) | 3(2) | 4(1) | Total Weightage | Rank |
|---|---|---|---|---|---|---|---|
| 1 | Labour Problem | 16 | 162 | 64 | 35 | 277 | II |
| 2 | Power Supply | 416 | 54 | 4 | 1 | 475 | I |
| 3 | Break down of Machine | 44 | 78 | 78 | 50 | 250 | III |
| 4 | Availability of raw materials | 24 | 81 | 104 | 39 | 248 | IV |

**Source:** Survey Data

It could be observed from the above Table 11 we learn that preferred Problem Faced in Power Loom Unit liked as "Power Supply" takes **RANK I**. "Labour Problem" has been **RANKED II** followed by "Break down of Machine" was occupied **RANK III** and "Availability of raw materials" was occupied **RANK IV**.

**STUDY RESULTS:**

**FACTORS INFLUENCING THE SATISFACTION DERIVED BY THE SAMPLE RESPONDENTS:**

The study reveals that the opinion of the respondents on the following factors significantly influence the satisfaction derived by the Power Loom owners:

i. Marital Status
ii. Literacy status
iii. Ownership
iv. Investment level
v. Experience
vi. Income in the unit

The study also revealed that the opinion of the respondents with regard to the factors Gender and Age group do not significantly influence the satisfaction derived by the Power Loom owners

**RANKING ANALYSIS:**

Perception of the respondents on the problems faced by them in the power loom units is Power Supply is occupied Rank I.

**SUGGESTIONS:**

The following suggestions are made for improving the employee satisfaction towards the power loom units

1. The power loom unit increases the quality of cloth produced.
2. The power loom industry adapted the modern technologies in production.
3. The banks and other financial institutions liberalized the procedure for advance loans to these units.
4. The state government liberal sales tax exemption on inputs used by the textile industry in general and the power loom sector.
5. The government provides adequate power supply to the power loom units.

**CONCLUSION:**

Power loom sector plays a major role in the country. The quantum of production of fabrics in the power loom sector works out 57% of the overall production. The power loom industry provides one of the basic necessities of life. The study has aimed at finding out the problems and prospects of the power loom sector in Somanur cluster in relation to its production efficiency and capabilities with a view to speed up modernization of the power looms. A major drawback is that the industry has not been modernized adequately. The machinery installed is obsolete, which needs replacement immediately. The technology employed in the industry for manufacture of textiles is outdated, resulting in increased cost and lack of sufficient demand for the products manufactured. The immediate task is therefore up gradation and modernization of the textile industry at a faster pace.

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