



EMERGING TRENDS IN
ECONOMICS, COMMERCE
AND MANAGEMENT

Editors

Dr. S. THEENATHAYALAN | Dr. MAMTA BRAMBHATT

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TRENDS AND GROWTH OF PRODUCTION IN THE WEAVERS HANDLOOM CO-OPERATIVE SOCIETIES WITH REFERENCE TO VIRUDHUNAGAR DISTRICT

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Introduction

Weaving practice in India has been in existence for more than 5000 years. It is also found in Ramayana and Mahabharata that speaks about length of craft. Historically, a few famous handwoven textiles of India were Baluchari sari of Varanasi, Bandamis of Kutch, Chandri sari of Madhaya Pradesh, Georgettes of Mysore, Sambalpuri saris of Odisha, Jamdhani sari of Bengal, Temple silk of south from Kancheepuram and others.

This paper analyses the trend value of production, sales, cost, employment and profit and cost of the cost of production of Primary Handloom Weavers Co-operative Societies in Virudhunagar district for a period of 10 years (2010- 2011 to 2019-2020).

Aim of the study

- To analyse the trend and growth of production, sales, cost, employment and profit of the co-operative handloom industries in the study area.

Results & Discussions

In this part of analysis an attempt has been made to evaluate the semi-log model of the form of $\log Y = a + bt$ is used for the calculation of trend values of the production, sales, cost, employment and profits of the Weavers Co-operative Societies in Virudhunagar district based on the secondary data obtained from District Statistical Office.

Production of Handloom Cloth

To analyse the production in terms of volume and value in index and trend values of the co-operative handloom industry during the period of 2010-11 to 2019-20 in the study area given in table 1.

Table 1 Trends in Production of Handloom Cloth in Virudhunagar District

Year	Production Volume (mtr in Lakhs)	Index Number	Production Actual Value (in Rupees Lakhs)	Index Number	Production Trend Value
2010-11	120.04	--	3473.00	--	3421.35
2011-12	95.84	79.84	2973.69	85.62	3849.23
2012-13	94.37	78.62	3203.36	92.24	4277.12

About the Editors



Dr. S. THEENATHAYALAN is presently serving as Associate Professor and Head, Department of Economics and Centre for Research in Economics of The Madura College (Autonomous), Madurai, Formerly Member – Syndicate and Member Convener Committee, Madurai Kamaraj University. He has credibly maintained consistent academic records in his post graduate studies with a University Rank. He started his teaching career in July 1991 with a passion for teaching for more than 3 decades. He has produced 11 Ph.Ds, 32 M.Phil and published 15 books.

He was also the organizing secretary of 10 National Seminars, 1 National Conference and 3 International Conferences. In addition, he has delivered 80 plus invited lectures at the UGC HRDC and keynote addresses in Economics in National, International conferences and radio talks. His research contributions are also outstanding. Under his guidance, eleven students got their Ph.D. degrees. 31 M.Phil graduates and many PG students have completed their projects under his guidance. At present, 7 Ph.D Scholars and one post-doctoral fellow are working under him.

He has published 15 books, 34 research papers and reviews in national and international journals of repute. His academic contributions involve membership and chairmanship of Board of Studies of various institutes. He was also recipient of "Best teacher award", "Best NSS Programme Officers Award", "Senior Economists award" and "Eminent Academician award". Besides he served as NAAC Coordinator, IQAC Coordinator and Dean of Academics and Research in the college.



Dr. MAMTA BRAHMBHATT is having more than 21 years of academic experience and at present, she is serving as an Associate Professor (Quantitative Techniques & Research Methods area) and head of department of Business Intelligence at B.K. School of Professional and Management Studies, Gujarat University. She is also an academic coordinator of Institute of Defence Studies & Research (IDSR).

Dr. Brahmhatt has published papers in several major international and national referred journals. Her publication includes 130 plus published research papers and 30 books. She has delivered more than 250 expert sessions on research methods and SPSS and was engaged in various academic endeavors in more than 30 different universities/institutions, she has developed three MOOCs under Swayam Platform of MHRD. She is BoS member of Management faculty at Gujarat University, National Forensic Sciences University (NFSU), Gandhinagar and at Karnavati University. She has been visiting faculty at Pandit Deendayal Petroleum University (PDPU) and National Institute of Fashion Technology (NIFT), Gandhinagar.

During the course of her academic journey, she has been awarded for "Best Research Paper Award" 23 times, she was selected for "Jewel of India Award" by Economic Growth Society of India and she is the recipient of National Education Award for Best Professor in Operation Management and Education Leadership Award from Dewang Mehta National Education and Teaching Excellence Award by Higher Education Forum_Gujarat Chapter. She has also awarded MTC Global Distinguished Teachers Award Management -2020 and National Eminent Young Researcher Award 2020 by International Institute of Organized Research.



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