



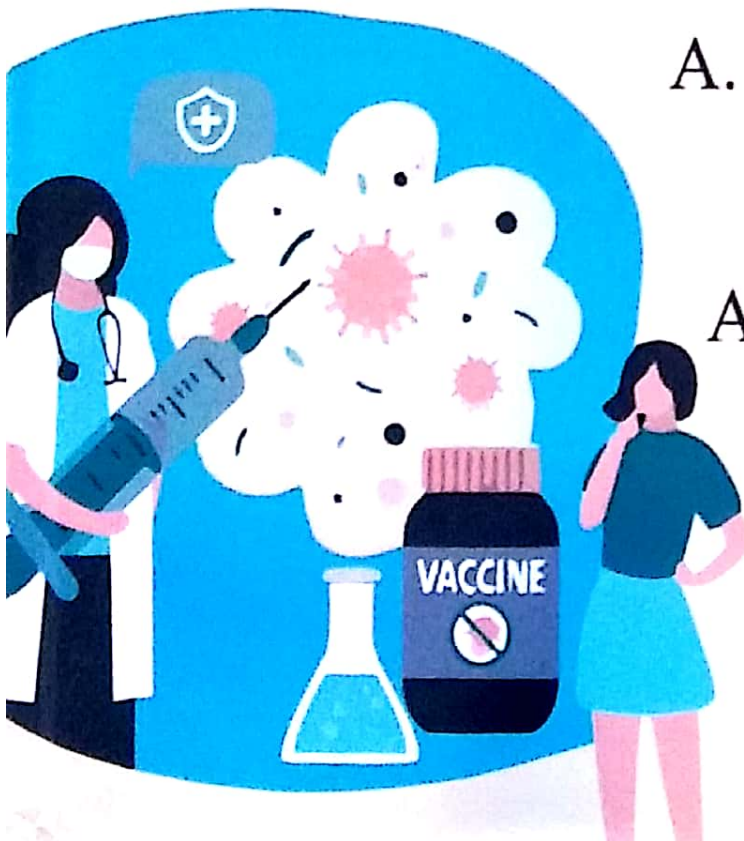
# Self Reliant India

Opportunities and  
the Way Forward



Editors

A. Xavier Susairaj  
V. Sivasankar  
A. Premkumar  
A. Salaijayamani



# SELF-RELIANT INDIA

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## CHAPTER-4

## Impact of Covid-19 Pandemic Lockdown on Women Workers in Textile Units at Coimbatore City, Tamil Nadu

P. Sujana and R. Rajini

## Introduction

Tamil Nadu is one of the top countries with advanced proportions of womanish workers in the manufacturing sector 41 percent. Coimbatore, one of the most industrialized metropolises of Tamil Nadu, employs 70 percent to 90 percent women workers in its cloth enterprises. Women constitute half the population in Coimbatore and are a good source of the talented pool. But women's participation in the pool is still lower than men's in the manufacturing sector through the situation is changing. The covid-19 crisis is hitting the Textile sector in Asia and the pacific. It affects millions of workers and enterprises in the garment sector. The Novel coronavirus disease (Covid-19) pandemic has had a significant impact on the global garment industry. This disease also harms health, and social and economic well-being worldwide, with women at the centre. Women make up the majority of the region's textile industry and garment sectors. Women also face high risks of job and income loss, and face increased risks to run the family. Although many factories took steps toward minimizing the risks of Covid-19 infection in some cases, occupational safety and health measures were implemented inconsistently. It is important for government businesses to understand the multi-dimensional impacts of the Covid-19 pandemic. So the government has to consider adopting emergency measures to help parents manage work caring responsibilities, reinforcing and extending income support measures, expanding support for small businesses and improving measures to help women workers in the textile industry.

## Impact of Covid-19 Pandemic on the Textile industry

The government has initiated special measures to help ameliorate the condition in the textile sector due to the Covid pandemic and to boost production and job opportunities in the sector. To mitigate the effect of the COVID-19 pandemic on trade, this Ministry has taken up the various trade facilitation related issues raised by the industry stakeholders from time to time with the concerned Ministries for early redressal. A special measure to alleviate the difficulties of beneficiaries under Amended Technology Upgradation Funds (ATUFS) was initiated in the Ministry of Textiles during the Covid pandemic. Under this measure, an option has been extended to the applicants, where the physical examination of the machinery by the Joint Inspection Team (JIT) has been completed, to avail their subsidies released on submission of Bank Guarantee. The advance release of subsidy against bank guarantee is met from the regular budget allocation under ATUFS.

The Government of India has also announced a special economic package viz. *Aatma Nirbhar Bharat Abhiyaan* for boosting the economy of the country and making India self-reliant. Relief and credit support measures have been announced for various sectors. The weavers & artisans can avail benefits of these relief and credit support measures to revive their businesses which have suffered due to lock down necessitated by the Covid-19 pandemic. Apart from the above special economic package, the Ministry of Textiles has taken the following initiatives for the benefit of handloom weavers and artisans across the country:

- (i) To support the handloom and handicraft sectors and to enable a wider market for handloom weavers/artisans/producers, steps have been taken to onboard weavers/artisans on the Government e-Marketplace (GeM) to enable them to sell their products directly to various Government Departments and organizations.
- (ii) To promote the e-marketing of handloom products, a policy framework was designed under which any willing e-commerce platform with a good track record can participate in the online marketing of handloom products. Accordingly, 23 e-commerce entities have been engaged in the online marketing of handloom products.
- (iii) Social media campaign was launched on the 6<sup>th</sup> National Handloom Day by the Government, in partnership with all stakeholders, to promote the handloom legacy of India and to ensure people's support

for the weaving community. It has been reported that the social media campaign has resulted in the renewed interest of the Indian public in handlooms and several e-commerce players have reported an increase in the sale of Indian handloom products.

- (iv) The Ministry of Textiles has requested the Chief Ministers of all States and UTs to instruct their State Handloom Corporations/Co-operatives/Agencies to make purchases of the finished inventory available with the handloom weavers/artisans so as to put some ready cash in the hands of the weavers to enable them to meet their household needs.
- (v) In the face of the unprecedented Covid-19 pandemic, it is not feasible to hold conventional marketing events such as exhibitions, meals, etc. To deal with this crisis, the Government endeavours to provide online marketing opportunities to our weavers and handloom producers.

Taking a step towards realizing "Aatma Nirbhar Bharat", the vision of our Honorable Prime Minister, the Handloom Export Promotion Council has endeavoured to virtually connect the Handloom Weavers and exporters from different corners of the country with the International Market.

With more than 200 participants from different regions of the country showcasing their products with unique designs and skills, THE INDIAN TEXTILE SOURCING FAIR was organized on 7, 10 and 11th August 2020. The show has attracted considerable attention of the International Buyers.

- (vi) Design Resource Centres are being set up in Weavers Service Centres (WSCs) through NIFT with the objective to build and create design-oriented excellence in the Handloom Sector and to facilitate weavers, exporters, manufacturers and designers for creating new designs.
- (vii) Apart from the above initiatives, the Ministry of Textiles is implementing various schemes through the Offices of Development Commissioner (Handlooms) for the overall development of handlooms and the welfare of handloom weavers across the country. The Scheme details are as under:

- National Handloom Development Programme (NHDP)
- Comprehensive Handloom Cluster Development Scheme (CHCDS)
- Handloom Weavers' Comprehensive Welfare Scheme (HWCWS)
- Yarn Supply Scheme (YSS)

Under the above schemes, financial assistance is provided for raw materials, purchase of looms and accessories, design innovation, product diversification, infrastructure development, skill up-gradation, lighting units, marketing of handloom products and loan at concessional rates.

### Review of Literature

Fairlie (2020) in his article on "the impact of the Covid-19 pandemic on active small businesses in the USA" pointed out using nationally representative data. He observed that losses to business activity were felt across nearly all industries, and African American businesses witnessed a 41 percent drop-in business activity.

Maliszewska et al. (2020) in their article on "the potential impact of COVID-19 on gross domestic product and trade" studied using a standard global computable general equilibrium model. They estimated that the gross domestic product fell up to 2.5 percent for developing countries, and 1.8 percent for developed countries. They also estimated that there was underutilization of labour by 3 percent across all sectors in the global economy.

Fabeil et al. (2020) in their article on "the impact of the Covid-19 pandemic" outbreaks on emotional health of entrepreneurs of micro-enterprises of Malaysia". Have observed that the entrepreneurs experienced stress-related ill health due to business cancellation or closure and reduced income due to the closure of several supporting sectors like retail and transportation.

Naude (2020) in their article "the impact of Covid-19 on entrepreneurship" analysed, as it reflected in the start-up of new firms and observed that the unintended damage to entrepreneurship, innovation and growth could be persistent in the longer term.

Hernandez-Sanchez et al. (2020) in their article on "the impact that Covid-19 pandemic perception and psychological need satisfaction" had analysed the entrepreneurial intention of university students of Latin America. Regression analysis models were built to examine the relationships between the Covid-19 pandemic perception, personality variables and entrepreneurial intention. They observed that students' perception of Covid-19 and psychological need satisfaction were associated with entrepreneurial intention.

### Objectives

- To identify the nature of employment of women workers in the textile industry.

- To examine the effects of salary reduction by the organisation to women employees.
- To understand the problems faced by women workers during Covid-19.

### Methodology

This study has conducted in Coimbatore city. Coimbatore Tamil pronunciation also known as Kovai or Covai is one of the major metropolitan cities in the Indian state of Tamil Nadu. It is located on the banks of the Noyyal River and surrounded by the Western Ghats. Coimbatore is the second-largest city in Tamil Nadu after Chennai and the 16th largest urban agglomeration in India as per the Census 2011. It is administered by the Coimbatore Municipal Corporation and is the administrative capital of the Coimbatore District. In 1981 Coimbatore was formed as the third Municipal Corporation in Tamil Nadu after Chennai and Madurai. Podanur Junction is the oldest Railway station in Coimbatore City. The city is one of the largest exporters of jewellery, wet grinders, poultry and auto components; the "Coimbatore Wet Grinder" and the "Kovai Cora Cotton" are recognized as Geographical Indications by the Government of India. Being a hub of the textile industry in South India, the city is sometimes referred to as the "Manchester of South India". It was ranked the 7th best city in India in the Ease of Living index 2020.

### Source of Data

It's based on the Primary data was collected 25 samples in unorganized sector through the convenient sampling method. Keeping in view the major objectives and context of the study. The primary data through the questionnaire with the component of demographic and functional variables. The results were analyzed using simple percentage method. The total 25 samples were taken for the research data collection as respondents.

### Analysis and Interpretation

#### The nature of employment of women workers

S.No	Type of work category	Percentage
1.	Permanent workers	26
2.	Temporary workers	74

The above table explains about the type of work category by the women labourers whereas majority 74 percent of respondents are temporary workers and 26 percent of the respondents are permanent workers.

#### Problems faced by temporary workers during COVID-19

S.No	Problems faced by temporary workers	Percentage
1.	Reduced working time	28
2.	Salary reduction	64
3.	Loss of job	8

The table depicts about the problems faced by the temporary workers during covid-19 majority 64 percent of the respondents salary were reduced followed by 28 percent of the respondents working time gets reduced. And only 8 percent of the respondents lose their job.

#### Problems faced by permanent workers during COVID-19

S.No	Problems faced by permanent workers	Percentage
1.	Fear of paying loan	12
2.	Lack of transportation facility	24
3.	Salary reduction	58
4.	Lack of other benefits from the company	6

The above table explains about the problems faced by permanent workers during covid-19 majority of 58 percent of the respondents income was reduced followed by 24 percent of the respondents faced lack of transportation facility from residence to their work place whereas 12 percent respondents was about in fear to pay loans and only 6 percent respondents faced lack of receiving benefits from the company.

#### Monthly income reduced due to COVID-19

S.No	Monthly income reduced due to COVID-19	Percentage
1.	Yes	67
2.	No	33

The above table depicts about the monthly income is being reduced due to COVID-19 pandemic in their organisation mostly for 67 % of women labourers monthly income is been reduced. Whereas only 33% of women labourers monthly income does not reduce.

Effects on Salary Reduction

S.No	Effects on Salary Reduction	Percentage
1.	Reduction in day to day consumption	40
2.	EMI payment	32
3.	Children's education	18
4.	Medical expenses	10

The above table explains about the ways that affected at the time of COVID-19 pandemic majority 40 percent of the respondents were affected due to reduction in day to day life consumption whereas majority 18 percent of the respondents children's education gets affected as low payment of their school fees whereas 32 percent of the respondents EMI spending gets affected as their income is low, followed by 10 percent of their family gets affected due to Medical expenses.

### Findings of the Study

The summary of the major findings from the analysis are as the follows:

- Monthly income of women labourers for 67 percent has been reduced.
- 74 percent of respondents are temporary workers.
- Maximum 58 (percent) of the respondents income was reduced.
- Majority 40 percent of the respondents affected reduction in day-to-day life consumption.

### Recommendations

Based on the current study it could be recommend that the need for providing benefits during pandemics especially for women textile labourers. There is utmost obligation that the government agencies should help the textile industries in managing certain needful during pandemic:

- Government could allocate adequate funds to enhance the quality of textile industries up to the expectation during covid-19. It has been easily accessible and needful for women labourers to remain job and reduce the loss of job.
- Establishment of proper concern towards women workers regarding salary reduction at that time of pandemic should be ensured by the organisation

### Conclusion

The Government of India has also announced a special economic package viz. *Aatma Nirbhar Bharat Abhiyaan* for boosting economy of the country and making India self-reliant. Relief and credit support measures have been announced for various sectors. The workers can avail benefits of these relief and credit support measures to revive their businesses which have suffered due to lock down necessitated by Covid-19 pandemic.

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