



KUMARAGURU
COLLEGE OF LIBERAL
ARTS AND SCIENCE

DEPARTMENT OF SOCIAL WORK
Conducts the Study on

**A STUDY ON ESTIMATING THE CONTRIBUTION OF
HANDICRAFT AND HANDLOOM SECTOR IN VALUE ADDED
AND EMPLOYMENT**

funded by
Crafts Council of India and Institute for Human Development

The Nation Wide Study on Estimating the Contribution of Handicraft and Handloom Sector in Value Added and Employment



All over India 4 states were selected namely Rajasthan, Assam, West Bengal and Tamil Nadu. In Tamil Nadu 3 districts were selected for the Study based on the number of Handlooms and Handicrafts registered in the 2011 census record. Those are

- COIMBATORE
- SALEM
- THANJAVUR

Department of Social Work of Kumaraguru College of Liberal Arts and Science was selected to conduct this study at Coimbatore district. The Faculty and Students were interviewed and underwent intensive training by The Institute for Human Development.

The **Institute for Human Development and Craft Council of India** had a meet at **Salem, Periyar University** to conduct a study on "Estimating the Contribution of Handicraft and Handloom Sector in Value Added and Employment" in Tamil Nadu. They selected 3 **districts** which includes **Coimbatore, Selam and Tanjore** to be studied under this project.

Dr. M. Rex Sahayaraj, Assistant Professor of Social Work, KCLAS underwent training at Periyar University, Salem and selected to be research supervisor for this study in Coimbatore. IHD pleased to collaborate with Department of Social Work, KCLAS to conduct this study at Coimbatore.



Research Team

RESEARCH SUPERVISOR

Dr. M. Rex Sahayaraj



FIELD RESEARCHERS



OBJECTIVES:

PRIMARY OBJECTIVE:

To estimate the socio-economic status of the Handloom and Handicraft sector in Coimbatore region.

SPECIFIC OBJECTIVES:

1. To quantify the economic impact of the Handloom and Handicraft sector on household income, employment, and poverty reduction.

2. To analyze the social implications of the Handloom and Handicraft sector on community development, education, and women empowerment.

3. To explore the cultural significance of the Handloom and Handicraft sector in preserving traditional skills, heritage, and community identity.

4. To identify challenges faced by weavers and artisans and recommend strategies for sustainable development.

5. To evaluate the effectiveness of existing policies and initiatives supporting the Handloom and Handicraft sector.



METHODOLOGY :

Survey in the
listed
Villages and
CEBs

Listing the
Household to
identify the
Establishments

Selecting the
Establishment
through Stratified
sampling method

Studying the
Establishment to analyse
the Economic
Contribution and
Challenges

20 VILLAGES COVERED

20 Censes Enumeration
Block (CEB) COVERED

7,562 HOUSEHOLD SURVEYED

1,229 ESTABLISHMENTS
IDENTIFIED

701 HANDLOOMS

528 HANDICRAFTS

TRAVELED AROUND 3450 KM

60 DAYS ON FIELD





FINDINGS :

- Large proportion of artisans are woman and older individuals.
- Rely on traditional skills.
- Varied income levels among artisans.
- Difficulties in accessing larger market due to middlemen.
- Lack of digital presence.
- Lack of awareness on available government schemes.
- Gaps in implementing the Government Schemes.
- Challenges in sourcing affordable and high-quality raw materials.
- Consistency and quality of products are affected.



The handicrafts and handloom sectors are often highly informal, with small, dispersed artisans and enterprises. This makes collecting standardized data challenging.

Ensuring a representative sample across various regions and craft forms is essential for reliable estimates.

LEARNING
OUTCOMES

Using digital tools like mobile surveys or apps can improve data collection efficiency but may also face challenges in regions with poor digital literacy or infrastructure.

Getting permissions from the higher officials and the way of approaching them in the village was a huge learning.

Community engagement and people interaction were built in data collection and got a huge experience of removing communication barrier.





FUNDING OF THE PROJECT:

TOTAL COST
Rs. 5,50,000

**Student
Stipend**

Rs. 60,000 x 8
= 4,80,000

**Travel
Allowance**

Rs. 70,000

ACKNOWLEDGEMENT:

- We thank Institute for Human Development and Craft Council of India for collaborating with Kumaraguru College of Liberal Arts and Science to conduct “**A study on estimating the contribution of handicraft and handloom sector in value added and employment**” in Coimbatore.
- Our sincere thanks to our esteemed **Principal Dr. Vijila Edwin Kennedy, Kumaraguru College of Liberal Arts and Science** for providing her immense support and guidance to conduct this study.
- We also thank our **Research Supervisor Dr. M. REX SAHAYARAJ, Assistant Professor of Social Work** for his valuable support and field guidance to complete the study successfully.
- We thank the Faculties of **Department of Social Work, KCLAS** for being kind and allowing us to participate in the study.
- We thank our **Administration team of KCLAS** for being very cooperative with our work.
- We are extremely grateful for **Dr. Mahalingam College of Engineering and Technology** for providing us a safe and best accommodation at Pollachi.