

**ENHANCING THE ECONOMIC INDEPENDENCE OF EDUCATED
UNEMPLOYED RURAL YOUTH AND PROMOTING THE HANDLOOM SECTORS
IN CHEYYAR TALUK.**

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Abstract

The handloom industry offers job prospects to individuals with and without education. For the educated youth without jobs in Cheyyar Taluk's rural areas, the handloom industry is a better option. The majority of young people without jobs in this area who have completed their education would like to work as weavers of cotton, silk, and finished goods. In the Cheyyar Taluk of the Thiruvannamalai district of Tamil Nadu, the handloom industry employs educated youth and helps them achieve economic empowerment. Youth in rural areas face severe challenges, one of which is a lack of work opportunities. Particular attention is given to developing more village and cottage industries because there is an urgent need to provide educated unemployed rural youth with employment opportunities. In the particular study area of Cheyyar Taluk in the Thiruvannamalai district of Tamil Nadu, this study focuses on the economic empowerment of educated unemployed youth and the handloom industries.

Key Words: Economic, Empowerment, Handloom, Educated Unemployed Rural Youth.

1. INTRODUCTION:

In today's rapidly evolving economy, promoting economic empowerment and providing avenues for employment opportunities to educated unemployed rural youth is a crucial Enhancing the Economic Independence of Educated Unemployed Rural Youth and Promoting the Handloom Sectors in Cheyyar Taluk. A country's sustainable development, prosperity and political stability is mostly depend on the economic and political opportunities available to the youth in the respective countries. Promoting youth economic empowerment - in education and in employment- and political engagement, is critical for stimulating inclusive growth and social development. Self- employment for the educated youth is fulfilled by the handloom sectors in the village areas.

The handloom industry employs a large number of people all across the globe. An important role in the production of handloom goods and high-quality cotton and silk garments meeting export standards is played by the areas of Arani, Devigaburam, Vandavasi, Ponnur, Thellar, Desur, Kunnagampoondi, Polur, and Chengam, among many others in the Thiruvannamalai district. Young, educated Indians make up a significant portion of the population; they represent the country's hope for the future. The power of a nation is greatly enhanced by its educated young.

Economic empowerment is a crucial aspect of societal development, particularly in rural areas where unemployment rates tend to be higher compared to urban regions. One of the key challenges faced in these regions is the persistence of educated unemployed rural youth, who possess the necessary skills and qualifications but struggle to find suitable employment opportunities. This article aims to shed light on the significance of enhancing the economic independence of these educated unemployed individuals in Cheyyar Taluk, a region in India, while also focusing on the potential of promoting the handloom sectors as a means of creating sustainable employment opportunities. By exploring strategies to bridge the gap between skills and job availability, we can pave the way for a brighter future for these youth and the communities they belong to.

2. THE CHALLENGE OF EDUCATED UNEMPLOYED RURAL YOUTH

While education is often considered the gateway to success and economic stability, the reality is quite different in rural areas like Cheyyar Taluk. Despite being equipped with a solid education and skills, many rural youth find themselves unemployed due to a lack of suitable job opportunities. This situation not only impacts their individual lives but also poses a significant challenge to the overall economic development of the region. The stagnant growth of the handloom sectors further exacerbates the issue, as traditional livelihood options become less viable.

3. IMPORTANCE OF ECONOMIC EMPOWERMENT

Economic empowerment plays a vital role in uplifting individuals and communities. It is not solely about providing job opportunities but also about granting individuals the ability to make their own choices, build their businesses, and contribute to the overall development of their communities. When educated unemployed rural youth are economically empowered, they become agents of change, driving sustainable development in their regions.

4. PROMOTING THE HANDLOOM SECTORS

One potential avenue for creating employment opportunities in Cheyyar Taluk is through the promotion of the handloom sectors. Handloom weaving is a traditional craft deeply ingrained in the culture of this region. By reviving and modernizing these industries, we can capitalize on their potential for job creation and economic growth. A dedicated focus on promoting handloom sectors will not only provide employment opportunities within the region but also open avenues for marketing and trade on a national and international level.

5. STRATEGIES FOR ENHANCING ECONOMIC INDEPENDENCE

5.1 Skill Development Programs: Provision of skill development programs tailored to the needs of the handloom sectors is essential. These programs should include training in weaving techniques, design innovation, quality control, marketing, and entrepreneurship. By equipping the educated unemployed rural youth with the necessary skills, they can capitalize on the reviving handloom sectors.

5.2 Access to Financial Resources: Lack of access to financial resources is a major hurdle for many individuals looking to start their own ventures. Government initiatives and partnerships with financial institutions can ensure that these youth have access to credit facilities and grants,

enabling them to establish their own enterprises or expand existing ones. This will not only promote economic independence but also foster a culture of self-reliance.

5.3 Infrastructure Development: Upgrading the infrastructure of the handloom sectors is crucial for their sustained growth. This includes improving the availability of raw materials, setting up modern weaving centers with advanced machinery, and establishing marketing hubs to facilitate trade. Adequate infrastructure boosts productivity, ensuring the handloom sectors can meet the demands of the market.

5.4 Market Linkages: Creating market linkages is essential for the success of the handloom sectors and the economic independence of educated unemployed rural youth. Collaborations with designers, retail chains, e-commerce platforms, and export agencies can help showcase the uniqueness of handloom products and provide a wider market reach. Increased market demand leads to an upswing in employment opportunities and enhanced financial security for these youth.

5.5 Branding and Promotion: To attract wider attention to the handloom sectors in Cheyyar Taluk, dedicated branding and promotional campaigns are necessary. This can involve showcasing the rich heritage and craftsmanship associated with handloom products and providing incentives for consumers to support locally-made goods. Additionally, participation in exhibitions, craft fairs, and trade shows at the regional, national, and international level will help in establishing the handloom sectors as a sustainable and economically viable sector.

3. REVIEW OF LITERATURE

Durlov. S. (2014) examined the predominance of issues among West Bengali handloom weavers in his paper "Prevalence of low back pain among handloom weavers in West Bengal." **Sarkar, S. (2015)** The issues faced by the Dhaniakhali handloom weavers were covered in the article "An Overview of Cotton Textile Industry at Dhaniakhali Block of Hoogly District." The handloom weavers' main concerns are with finance and finished goods marketing. **Kasyap, Pradeep** in their book "Rural Marketing" focused about the rural economic structure and its importance for the economic development of the nation. **S.Ray (2022)** in his article titled "Rural Youth in Handloom Sector: A Socio-economic Study of Rural Bengal, explores the trend of rural youth migrating to urban areas in search of a better future. The author highlights that a lack of employment opportunities stands as a significant challenge faced by rural youths, which is addressed by the handloom sectors.

4. STATEMENT OF THE PROBLEM

The availability of job possibilities for a nation's educated young is a key factor in the nation's economic progress. Education and employment are the two most important factors in a country's youth's economic empowerment, and the youth of a nation always lead the way economically. People in the rural areas of Thiruvannamalai district rely on the handloom industry, second only to agriculture, for their livelihood. With a focus on CHEYYAR TALUK in the Thiruvannamalai district of Tamil Nadu, this research examines the job prospects and challenges encountered by educated young who are unemployed and working in the handloom industries in rural regions.

5. OBJECTIVES OF THE STUDY

1. To explore the job prospects in the handloom industry in CheyyarTown.
2. To analyze the variables that drive the youth to engage the handloom industry in Cheyyar Town.
3. The objective is to investigate the variables that influence the employment of educated young people in the handloom industries in Cheyyar Town.
4. To ascertain the challenges encountered by the educated young individuals working in the handloom industries in Cheyyar Town.

6. SAMPLES COLLECTION METHOD

The educated unemployed youth working in handloom sectors in Cheyyar Taluk in Thiruvannamalai district of Tamil Nadu is considered as the sample for this study. Field survey method is applied by the researcher and takes 200 educated unemployed youth depends on the handloom sectors, of which 144 male and 56 female educated youth are included. Printed and well-structured questionnaires are circulated to the educated unemployed youth who are depending on the handloom sectors for collect the primary data. The questionnaires contain the details about the demographical information of the educated youth, motivating factors, and influencing factors, and problems faced by the educated youth in the study area. Secondary data are taken from the previous studies published in the international journals, books and web sources. Tabulations, charts, Percentage analysis, average, correlation, and chi-square test are applied to analysis the data. Interpretation and suggestion is given based on the statistical data analysis.

7. LIMITATIONS OF THE STUDY

- ❖ This research specifically examines the educated jobless young who rely on the handloom industries in Cheyyar Taluk, located in the Thiruvannamalai region of Tamil Nadu.
- ❖ The results, recommendations, and proposals pertain only to the educated jobless young who rely on the handloom industries in the research region.
- ❖ This research is conducted from December 2022 to January 2023, with time being a crucial aspect in the investigation.

8. STATISTICAL DATA ANALYSIS AND INTERPRETATION

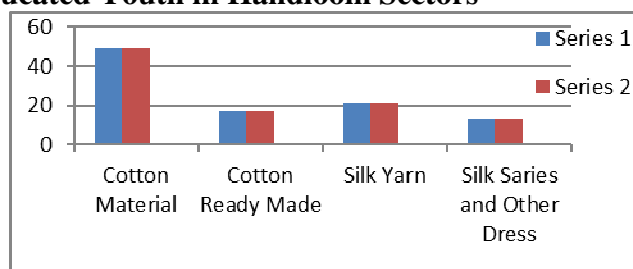
Table 1
Calculation of Average Age of the Educated Youth in Handloom Sectors

| Class | F | Mid-Point (x) | $d = \frac{x - a}{i}$ a=25 | fd | Average age of the respondent is calculated as Mean = $A + \frac{\sum fd}{\sum f} * i$ = $25 + \frac{260}{200} * 10$ = 38 years |
|-------|-----|---------------|-------------------------------|-----|--|
| 20-30 | 36 | 25 | 0 | 0 | |
| 30-40 | 88 | 35 | 1 | 88 | |
| 40-50 | 56 | 45 | 2 | 112 | |
| 50-60 | 20 | 55 | 3 | 60 | |
| Total | 200 | - | - | 260 | |

Inference: It is estimated that 38 years old is the average age of the educated young who are jobless and dependent on the handloom industries in Cheyya Taluk.

Table 2
Type of Product Produced by the Educated Youth in Handloom Sectors

| Type product | Number of Respondents | % of the Respondent |
|----------------------------|-----------------------|---------------------|
| Cotton Materials | 98 | 49 |
| Cotton Ready made | 34 | 17 |
| Silk yarn | 42 | 21 |
| Silk Saris and Other Dress | 26 | 13 |



Interpretation: The majority of the respondents, which accounts for 49% of the total, are engaged in the production of cotton materials, while the second largest group, which accounts for 21% of the total, is engaged in the production of silk yarn.

Table 3
Monthly Income wise classification of the Educated Youth in Handloom Sectors

| Monthly Income (RS) | Number of respondents | % of the respondent |
|---------------------|-----------------------|---------------------|
| 10000 -15000 | 108 | 54 |
| 15001 - 20000 | 46 | 23 |
| 20001 - 25000 | 32 | 16 |
| 25001 - 30000 | 14 | 7 |

Interpretation It is reported that the majority of respondents (54%) are receiving a monthly income that falls between Rs. one hundred thousand and Rs. fifteen thousand, while just seven percent of respondents are receiving a monthly income that is more than Rs. twenty-five thousand and up to Rs. thirty thousand.

Hypotheses: H₀: There is no significant difference in the amount of monthly income between the male and female educated youth in handloom sectors.

OV= Observed Value =100

EV=Expected Value = 100

Degrees of Freedom (C-1) (R-1) =3,

CV= Calculated Value - 0.79325

TV=Table Value - 0.352

Level of significance is 5%.

Table 4
Calculation of Chi-Square Value

| Gender | Male | | Female | | Total | $\frac{(O - E)^2}{E}$ |
|----------------------|-----------|-------|-----------|-------|------------|-----------------------|
| | OV | EV | OV | EV | | |
| 10000 - 15000 | 78 | 77.76 | 30 | 30.24 | 54 | 0.0007 |
| | | | | | | 0.0020 |
| 15001- 20000 | 32 | 33.12 | 14 | 12.88 | 23 | 0.0379 |
| | | | | | | 0.0974 |
| 20001- 25000 | 22 | 23.04 | 10 | 8.96 | 16 | 0.0469 |
| | | | | | | 0.1207 |
| 25001- 30000 | 12 | 10.08 | 2 | 3.92 | 7 | 0.3657 |
| | | | | | | 0.9404 |
| Total | 72 | | 28 | | 100 | 0.79325 |

Interpretation: As per the table 4, the calculated value of Chi-Square is 1.6117, at 5% level of significance the table value is 0.352. The calculated value is more than the table value therefore H₀ is rejected and it is concluded that There is a significant difference in the amount of monthly income between the male and female educated youth in handloom sectors in the study area.

9. Findings, Suggestions,

- ❖ It has been shown that the majority (83%) of the participants are married. A majority of the responders (53%) have a degree.
- ❖ The majority of the respondents are well-educated individuals who have been jobless for over 5 years after completing their degree, and are now seeking a stable employment. Temporarily, they rely on the handloom industries due to tradition.
- ❖ The mean age of the educated jobless young in Cheyyar Taluk, who are reliant on the handloom industries, is 38 years. The survey reveals that the majority of respondents (49%) are engaged in the production of Cotton Materials, while 21% of respondents are involved in the production of Silk Yarn.
- ❖ The data indicates that the majority (54%) of the respondents had a monthly income ranging from Rs.10000 to Rs.15000. Only 7% of the respondents have a monthly income over Rs.25000 and up to Rs.30000.
- ❖ The Chi-Square value obtained is 1.6117, whereas the critical value from the table with a significance level of 5% is 0.352. Given that the computed value exceeds the table value, the null hypothesis (Ho) is rejected. Consequently, it may be stated that there is a substantial disparity in the monthly income of educated male and female teenagers in the handloom industries within the research region.
- ❖ It is recommended that the educated young people should transition from the traditional approach of manually producing cotton and silk dresses using handlooms to using power looms with hired labor and modernizing the industry on a modest scale.
- ❖ The educated youth are advised to utilize the different initiatives implemented by the central government to support new entrepreneurs, such as Make in India, A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE), Pradhan Mantri Mudra Yojana (MUDRA), Multiplier Grants Scheme (MGS), Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), Single Point Registration Scheme (SPRS), Design Clinic Scheme, and similar programs.
- ❖ The government should provide more conferences, seminars, and advanced training programs in the textile industry for educated jobless young who are interested in the handloom sector in the study region.
- ❖ The majority of respondents anticipate a sufficient credit capacity from the bank, as well as a streamlined loan approval procedure.
- ❖ The government is advised and determined to meet the aforementioned criterion by offering loans and subsidies at a low interest rate. Currently, the handloom industry has undergone modernization via the use of electricity, machinery, advanced technology, and skilled labor. The handloom industry offers self-employment alternatives to educated jobless individuals, allowing them to generate the necessary cash while they seek a stable career that aligns with their aspirations.

10. CONCLUSION

Enhancing the economic independence of educated unemployed rural youth in Cheyyar Taluk and promoting the handloom sectors go hand in hand. By providing the necessary skills, financial resources, infrastructure, market linkages, branding, and promotional avenues, we can uplift the lives of the youth while revitalizing the traditional handloom industries. This will not only create sustainable employment opportunities but also contribute to the overall economic development of the region. It is imperative for policy-makers, government bodies, NGOs, and other stakeholders to come together and prioritize these initiatives to foster economic empowerment and bring about positive change in the lives of the educated unemployed rural youth of Cheyyar Taluk.

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