

CHAPTER - VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

The following findings and conclusions have been arrived at in this chapter.

Some suggestions have also been made in the light of them.

7.1 SUMMARY OF FINDINGS

7.1.1 Coir Industry - An Overview

The increased from 7938 in 2005-06 to 15235 units in 2014-15. The growth in 2014-15 was 91.92 per cent of increase when compared to 2005-06. The higher rate of growth might be due to the extensive cultivation of coconut besides the concerted efforts taken by the Coir Board and the respective state governments.

The maximum numbers of coir units of 14898 units out of total 15976 are located in the Southern Region of India. It is mainly because of the coastal orientation of the Palms in high density and coir industries exceptionally adaptable nature in the southern region contrary to the coconut areas of other regions.

The maximum numbers of coir units are in the states of Kerala and Tamil Nadu in India. The highest number of units (9108) is found in Kerala and the lowest (5) in Gujarat. Kerala state, which is called the “Home of Coir in India”, continues to have the leading position up to the present. The State of Kerala had the largest share of 57.01 per cent followed by Tamil Nadu with 25.98 per cent as on 31st March 2016.

The number of set-up of coir units in Tamil Nadu had increased from 1098 in 2005-06 to 3941 in 2014-15. The maximum increase in coir units witnessed during the year 2010-11 was 3490 (176.98 per cent) and during the year 2011-12 was 3626 and 6.76 per cent respectively comparing with the previous year.

The highest production of coir industry was 915.09 thousand metric tonnes in 2005-06 and 1130.735 thousand metric tonnes in 2014-15. The world coir production has shown a positive trend during the entire years from 2005-06 to 2014-15. The highest negative growth registered in 2011-12 was -2.28 per cent over the previous year.

India is well ahead of all the other countries that produce in the world ranking first in production followed by Vietnam, Sri Lanka, Thailand and Ghana.

There shows a fluctuating trend in coir production in India over the study period. It was 444.50 thousand metric tonnes in 2005-06 and increased to 596.50 thousand metric tonnes in 2013-14 and then it decreased to 544.30 thousand metric tonnes in 2014-15 and showed a result of negative growth of -52.20 per cent. It is estimated that the growth of production of coir in India for the year 2019-20 would be 611.58 thousands metric tonnes.

The employment growth in the coir sector steadily increased from 5.34 lakhs in 2005-06 to 7.17 lakhs in 2014-15 over the years under study in which the percentage of increase was exceptionally high, which was 5.58 per cent. It is estimated that the employment growth in coir industry in India for the year 2019-20 would be 8.72 lakhs.

A steady increase has been shown in coir export from India for all years. The coir export in 2005-06 was 67.49 thousand metric tonnes and increased to 626.66 thousand metric tonnes. The highest percentage of 198.08 increases in the value of export of coir recorded in 2010-11 and the lowest of 3.85 percentages in 2006-07. It is estimated that the growth in quantity of export of coir in India for the year 2019-20 would be 918.89 thousands metric tonnes.

The export value of coir at constant prices over the last one decade had reached a maximum of Rs.147603.84 lakhs in 2014-15 from Rs.30305.35 lakhs in 2005-06 registering a positive growth of 387.05 per cent. It is been estimated that the growth of value of export of coir in India for the year 2019-20 would be 193858.11 lakhs.

Out of the total value of coir exported, coir yarn, coir pith, handloom matting, geo-textile, coir mugs and carpet, power loom mat, rubberized coir, coir fibre and coir rope together estimated 6,26,665 metric tonnes constituting 34.96 per cent coir fibre and 50.49 percent coir pith, while the export value of handloom mat and Tufted mat together constitute 39.06 per cent of the total value of coir exports amounting to Rs.63,672.87 lakhs. As far as the export value is concerned the proportion of handloom mat and tufted mat and all together came at the estimation of Rs.1,63,033.77 lakhs during the period under review and it is the major item of export among coir products exported from India in the year march 2015..

The amount of assistance for the development of coir production infrastructure in India was Rs. 69.94 lakhs for 48 units in 2005-06 and it increased to Rs. 157.40 lakhs for 44 units in India during the year 2014-15. The amount of assistance provided by coir board for developing infrastructure in India registers a positive growth in terms of value whereas it shows fluctuating trend in terms of numbers of units benefited. It is estimated that the growth of amount as assistance provided by coir board to develop coir production infrastructure in India for the year 2019-20 would be 92.95 lakhs in terms of value whereas in terms of number of units benefited by financial assistance provided by coir board would be 0.60 units.

The amount of assistance for the development of coir production infrastructure in India by Mahila Coir Yojana was Rs. 112.79 lakhs for 3212 rats distributed in

2005-06 and it increased to Rs. 569.27 lakhs for 21130 ratts distributed in 2007-08 units in India and in the year 2014-15 354 ratts with Rs. 25.08 lakhs under study.

7.1.2 Industrial and Socio - Economic Profile of Women Workers in Sivagangai

District

An industrial profile of Sivagangai district in Tamilnadu says the development plan for the district includes initiatives to support the growth of SMEs, such as more cluster-specific allocations, support for skill development at the unit level, capacity-building, business incubation in selective engineering colleges and polytechnics, and creation of more techno-entrepreneurs.

The district, which has seen an investment of Rs 356 crore from a total of 7,428 micro and small enterprises and artisan units during March 2012, could see more investment in the small and medium enterprises (SME) segment, if the development activities are taken up, says the document.

Small-scale industries in the district have made annual revenues of Rs 1,107.50 crore and medium/large units have made revenues of Rs 965.87 crore, according to the report. The total number of registered industrial units in the district comes to the estimation of 7,428, of which 18 are medium and 15 are large units, the report says.

The number of new units registered dropped steeply from 676 in 2001-02 to 203 in 2009-10, but shot up to 536 in 2010-11. New investments in these units was relatively small of Rs 3.4 crore in 2001-02, but raised to Rs 43.4 crore in 2009-10, and rose to Rs 66 crore in 2010-11.

The number of new jobs created was only 916 in 2001-02, but increased to 2,190 in 2009-10 and further increased to 4,077 in 2010-11. The report has collected the data from the District Industries Centre at Sivagangai.

In the micro and small enterprises and artisan segment, the district has seen the highest investment in the agri-business space, such as rice mills and food products. Around 800 units, covering a total investment of 162.05 crore, give employment to 6,600 people in this segment.

There are also 22 cotton textiles units with an investment of Rs 21.80 crore and they employ around 240 people, and 2,086 readymade garments units with total investments of Rs 18.92 crore and they employ 6,384 people.

Some of the other sectors in which small units are dominant, include wood and wood-based furniture, mineral-based industries, metal-based industries, paper and paper products, soda water, chemicals and chemical-based industries, rubber, plastic and petro-based industries. Micro and small enterprises and artisan units give employment to around 35,643 people.

This Sivagangai district is also known for its clusters of industries. It has the first-ever exclusive coir village promoted by the Coir Board, at singampunari. This cluster does business worth Rs 95 crore every year, and houses around 1,200 units that give employment to some 7,190 people, according to the profile.

Out of 300 respondents interviewed from select villages of Sivagangai district, a vast majority of 90 percent live in rural areas. Six percent of the women workers in the Coir industry live in areas where access is very difficult.

About the Age of the Women workers, 39.3 percent of the women workers belong to the age group of 40-50 years, 33 percent of them belong to the age group of above 50 years.

About the religion of the respondents, majority of 78.67 per cent of the women workers are Hindus.

Regarding the Caste of the Women workers, 43.7 per cent of the women workers belong to scheduled caste and 36 per cent belong to the backward class.

With Regard to education of the Women workers, 82.7 percent of respondents are illiterate, 12 percent of the respondents have studied up to SSLC.

Regarding the marital status, 91.33 percent of the respondents are married, 6.67 percent are unmarried.

Of the experience of the women workers, 37.3 percent of respondents have an experience of above 25 years in the production and marketing of coir products, 28 percent of the respondents have an experience of 15 to 20 years.

Of the type of family, 90 per cent have nuclear family system and only 10 per cent have joint family system.

Regarding the size of the family, 61per cent of the sample women workers have the family size of 3 and 4 members and 24.67 per cent have the family size of 5 and 6 members.

About the economic status of women, 53.33 per cent of the women workers are middle income group of people.

Concerning the previous employment status of women workers, 11 percent are self employed, 33.33 percent are daily wage earners, and 35 percent are regularly employed at private jobs.

About earning member of the family, 83.33 per cent have opined that they are not only earning member in the family.

Concerning the number dependents of women workers, 50 percent of the women workers have opined that they have up to 2 dependents and 35 percent of the women workers have opined that they have 3 to 5 dependents.

Regarding annual income of the women workers, 41.3 percent of women workers annual income was Rs.20000 to 25000 in a year, while 25.3 percent of women workers annual income was Rs. 30000 to Rs. 35000.

Among the 300 sample respondents 7.33 per cent of the respondents gave their income of less than Rs2, 000 for the monthly expenditure for the family in a month and 13 per cent of the sample respondents gave Rs.2, 001 to Rs.3, 000 in a month.

Opinion of the women workers about the share of their income towards family savings, 22.33 per cent of the sample respondents have contributed their income towards family savings up to Rs.1000 in a month and 36.67 per cent have contributed Rs.1001 to 2000.

Regarding the decision making in the family, 22.67 percent of the women workers decide on their own for any family activities while 40.67 percent decide together with their husbands.

About residence, 51 percent live in tiled roof houses while 39 percent live under thatched roof.

Of the ownership of the house of the respondents, 71 percent of the respondents live in their own houses while 13.33 percent live in rented houses. 15.67 percent live in houses on other shared accommodation.

About electricity facilities in their home, 83.33 percent have power facility in their houses while 16.67 percent did not have electricity connections.

On the availability of sanitation facilities, 51.66 percent had toilet facilities while rest of them use open areas for toilet facilities.

7.1.3 Opinion of Women Workers' Towards General Working Conditions and Problems Faced in Coir Industry of Sivagangai District

Regarding the opinion on factors that force them to work, 41 per cent of the women workers have opined that they are forced to go work due to no other employment whereas 21.67 per cent of them have prepared this work due to their personnel interest.

About the factors influencing them to work in the coir industry, 35.67 per cent of the women workers have preferred coir industry for their employment because they do not know other works whereas 26 per cent of them have prepared this work because it is easy to work.

Relating to opinion on Working under a Particular Industry, 75 per cent of the women workers have opined that they work in the same industry always.

About the nature of work experience of women workers, 41.33 per cent of the women workers belong to skilled category whereas 27.67 per cent of the women workers belong to semi skilled category.

Regarding type of work carried over by women workers, 34.33 percent of the respondents have been engaged in the husked of ripe coconuts, 20.67 percent of the respondents are engaged in the work of retting process for separating into coir fibers and coir pith, 17.33 percent of the respondents are engaged in the work of defibering process splitting coconut husk and coconut fiber and 20.34 percent of the respondents engaged in Coconut fiber baling work.

Relating to opinion of women workers on the works performed other than coir works, 51 percent of the respondents have been engaged in the household works other than working in coir industry and 28 percent of the respondents are engaged in the agriculture works other than coir works during off times.

Of the specific training needed for present work, 100 per cent of the women workers have opined that they need specific training for the present work.

About the type of training they are interested, 6.67 percent of them have opined that they are interested in the fiber extraction training whereas 50 percent of them have opined that they are interested in the spinning of coir training. Similarly 73.33 percent of them have opined that they are interested in the Twisting of coir training and 16.67 percent of them have opined that they are interested in the rolling of coir training.

Regarding the training under gone for present work, 100 per cent of the women workers have opined that they haven't undergone any training for present work.

About receiving any extra allowance as a result of this training/experience, 100 per cent of the women workers have opined that they receive some extra allowance after completing some special training for the present work.

Of opinion on nature of employment, all the women workers have stated that the employment in the coir industry is seasonal in nature.

About alternative sources of income during off season employment in the coir industry, 51 percent of the respondents have been engaged in the household works other than working in coir industry hence it is one of the alternative sources of income and 28 percent of the respondents are engaged in the agriculture works other than coir works during off times for alternative sources of income.

Of the working hours of women workers in the coir industry, 45 percent of the respondents have been engaged in the coir works for 8 -10 hours in a day and 25 percent of the women workers work in the coir works up to 8 hours in a day whereas 21 percent of them work for 10-12 hours in the coir industry.

Of enjoying leisure in between work hours, 100 per cent of the women workers have opined that they enjoy some leisure in between work hours.

Regarding duration of working with the same employer, 55 percent of the respondents have been working in the coir works for more than 2 years and 27.7 percent of the women workers have been working in the coir works for the 1 year.

About any contractual agreement with the employers, 100 per cent of the women workers have opined that they have contractual agreement with the employers for working in the coir industry.

About the number of co-workers employed at their work place, 41.7 percent of the respondents have opined that there are 10-20 women co-workers are working with them and 31.7 percent of the women workers have opined that there are below 10 women workers working with them in the coir industry.

Regarding the expectation of borrowing facilities from your employer, 100 per cent of the women workers have opined that they expect borrowing facilities from employer for working in the coir industry.

Regarding shift / change of job even if given higher wages /living conditions, 61.7 per cent of the women workers have opined that they do not want to shift or change their job even if their employer give higher wages and life conditions to them.

Concerning wage of the women workers per day, 57.7 percent of the respondents have opined that there receive the wage Rs.150-300 in the coir industry and 15.7 percent of the women workers have opined that there receive the wage Rs.300-450 in the coir industry.

About the wage system followed by coir industry, 16.7 percent of the owners fix the wages on the basis of piece rate and remaining 83.3 percent of the owners determine the wages under daily wage system.

Regarding the wage system followed by coir units, 18.3 percent of the owners pay wage daily and 56.7 percent of the owners give wage weekly and the remaining 25 percent of the owners give wages monthly.

Regarding the wage discrimination at the worksite for the same work, 71.7 per cent of the women workers have opined that there exists the wage discrimination at the worksite for the same work among the male and women workers in the coir industry.

On the amount of wage discrimination at the worksite for the same work, 41.7 percent of the respondents have opined that the amount of wage discrimination exists range from the amount Rs. 25-50 in the coir industry and 22.3 percent of the women workers have opined that the amount of wage discrimination exists range from the amount Rs. 50-75 in the coir industry.

Relating to opinion on employment discrimination at the worksite for the same work, 55 per cent of the women workers have opined that there exists the employment discrimination at the worksite for the same work among the male and women workers in the coir industry.

About the type of employment discrimination at the worksite for the same work, 32.25 percent of the respondents have opined that the caste discrimination exists in the coir industry and 32 percent of the women workers have opined that gender discrimination exists in the coir industry.

On receiving incentive based on work performance, all the women workers have opined that they do not receive any incentive based on work performance.

About the discrimination on the basis of gender, all the women workers have opined that they do not receive any incentive based on work performance.

Regarding the type of gender discrimination, 41.81 percent of the respondents have opined that the offering different rates of pay or benefits for the same job in the coir industry is one of the types of gender discrimination and 28.50 percent of the women workers have opined that not promoting a women to a more senior position in the coir industry is another of the types of gender discrimination.

On share of daily average expenditure on family, 46 percent of the respondents have opined that the share of women in the average daily expenditure of family range from Rs. 50-100 and 30.33 percent of the women workers have opined that the share of women in the average daily expenditure of family range from Rs. 150 and above. Further all the women workers have opined that the share of women towards daily average expenditure on family is not adequate.

About the way of meeting the family expenditure excess of their income, 34.67 percent of the respondents have opined that one of the ways of meeting family expenditure excessive than their income is income from the other family members.

Regarding the behaviour of husband of women workers if women are unemployed, 30 percent of the respondents have opined that if women are unemployed the husband never care for their children in the family and 23.33 percent of the respondents have opined that if women are unemployed the husband gives no money to the family especially to the wife.

About opinion of women workers in the coir industry on periodic wage revision, all the women workers have opined that there exists periodic wage revision for the women workers in the coir industry when the work is continuous with the same factory owner.

About opinion of women workers of the method of periodical revision of wage, 39.67 percent of the respondents have opined that the wage is revised in the

coir factory for women workers if similar factory in the same locality revise the wage and 36.67 percent of the women workers opined that the wage for the women workers in coir industry gets revised once a year.

About opinion on pay commission to any brokers out of wages, all the women workers have opined that they do not give any commission to the brokers / foreman or masters to get job or to work peacefully in the coir industry.

Of the employment benefits given to women workers in coir industry, all the respondents have opined that there is no employment such as paid holidays, pension, P.F /CPS, health insurance, sick leave, gratuity, social security benefits, maternity benefits and others given to women workers in the coir industry in Sivaganga district.

About opinion on not giving employment benefits to women workers in coir industry, 55.67 percent of the respondents have opined that one of the reasons for not giving employment benefits to women workers in coir industry is that employees are recruited only on daily wage basis and 34.33 percent of them have opined that the coir industry recruits only temporary employees.

Regarding opinion on distance of workplace to home of women workers, 30 percent of the respondents have opined that distance of workplace from home of women workers in coir industry is 1-5 kms and 26.67 percent of them have stated that work place distance from their home is 6-10kms.

About the mode of conveyance to the work place, 57.67 percent of the respondents have opined that the walking is the mode of conveyance to the work place for women workers in coir industry and 26.67 percent of them go by bus to the work place of coir industry.

About the 83.33 percent of the respondents have opined that cost of transport is barred by their own cost for going from home to work place whereas 16.67 percent of them stated that cost of transport is barred by their employer.

About the awareness of their health problems affecting their productivity, all the respondents have opined that they are very aware about their health problem affecting the productivity of coir production in the Sivaganga district.

About the types of health problems affecting your productivity in the coir industry, 66.67 have opined that they are affected by musculoskeletal disorders of the neck and shoulders problems and 25 percent of them are affected by stress, 83.33 percent of them are affected by frequency of menstrual dysfunction and 33.33 percent of them are affected by anxiety.

About types of harassment faced at work place by women workers, 83.33 percent of the women workers have opined that they are facing some harassment at work place such as not getting regular employment and hearing unnecessary criticism of the work.

Regarding the attitude of employer and colleagues in coir industry, 55 percent of the respondents have opined that attitude of employer and colleagues in coir industry is friendly whereas 22.67 percent of them have stated that attitude of employer and colleagues in coir industry is arrogant.

Regarding the number of working days in the coir work, 39.67 percent of the respondents have opined that number of working days in the coir work is 16-20 days whereas 27 percent of them have stated that number of working days in the coir work is 11-15 days.

About pay for overtime work, all the respondents have opined that there exists the pay for overtime work in coir industry.

About the amount paid for overtime work, 42.33 percent of the respondents have opined that the amount paid for overtime work range up to Rs.50 whereas 38.33 percent of them have stated that the amount paid for overtime work range up to for Rs.50-100.

Regarding facilities in the workplace in the coir industry, out of 300 respondents all the women workers have opined that the coir industry in Sivagangai district provides drinking water and toilet facility adequately. Whereas all the respondents have opined that facilities such as first aid, rest room and transportation are not provided in the coir industry.

Regarding the difficulties faced at workplace, all the women workers have opined that the women workers in the coir industry in Sivagangai district face many difficulties at workplace such as work pressure, gender based harassments health Vs work whereas all the respondents have opined that they do not face difficulties such as peer pressures and time limit projects.

About the union for coir workers, all the respondents have opined that they are very much aware of union for coir workers.

About the member in coir board, 65.67 percent of the respondents have opined that they are the member in coir board whereas 34.33 percent of them have stated that they are not the member in coir board.

About the reasons for being a member in coir boards, 29 percent of the respondents have opined that the reason for being a member in coir board is to get

welfare activities and 48 percent of them opined that the reason for being a member in coir board is to get support during the crisis period.

Regarding any benefit claimed from the factory, 34.67 percent of the respondents have opined that they have claimed maternity leave benefits from coir factory and 24.33 percent of them have claimed pension benefits.

Regarding the sources by which women workers are encouraged to avail these benefits, 55.33 percent of the respondents have opined that they are encouraged to avail these benefits by friends and 21.67 percent of them avail them by the encouragement of trade union members.

Regarding the Problems in Coir Industry on the perception of Women Workers

As far as the first problem is concerned, out of 300 respondents, 204 (68%) have given positive response while 24(8%) have given negative response. The intensity value is 281 and it ranks at the first position. Thus majority of the respondents feel that Heavy and continuous work in the premises causes trouble to the health conditions of women workers in the coir industry

Considering the second problem “ that the infrastructure is totally poor and it creates a sense of uneasiness in work”, 109 (36.3%) women workers have given positive opinion whereas 86 (28.7%) women workers have given negative opinion. Based on the opinion, the intensity value is 14 and it ranks at the twelfth position.

With regard to the third problem, 132 (44%) respondents have opined positively and 116 (38.7%) have opined negatively. This problem ranks at the eleventh position and the intensity value is 18. Thus it is observed that the work timings and the interval timings are not suitable for women workers in the coir industry.

With regard to fourth problem “ that the work spot is situated in an inaccessible place and causes extra strain”, out of 300, 115 (38.3%) women workers have given positive opinion and 95 (31.7%) women workers have given negative opinion. The intensity value is 34 and this problem is placed in ninth position.

About the fifth problem, 100 (33.3%) respondents opined positively and 132 (44%) respondents opined negatively. The intensity value is -38 and it ranks at the fifteenth position. Hence it is indicated that majority of women workers have opined that the work and responsibilities have increased without increase in salary in the coir industry.

Regarding the sixth problem, 163 (54.3%) respondents have given positive opinion and 60 (20%) respondents have given negative opinion. The intensity value of this problem is 130 and it ranks in the sixth position. So it is depicted that senior workers and owners behaviour are rude in the work place of coir industry.

Regarding the seventh problem, 147 (49%) women workers have given positive response and 75 (25%) women workers have given negative response. This problem occupies the seventh position with the intensity value of 88 and it reveals that women workers in the coir industry can not expect the minimum humanity and equity in work allotted.

Out of 300 respondents, 130 (43.3%) respondents have given positive opinion, and 103 (34.3%) have given negative opinion on the eighth problem “No Reward to Honest, Hard Working and Efficient Workers is given”. This problem takes the eighth place and the intensity value is 58.

With regard to the problem of the “No Security for Job of the Workers is given in this Factory”, 177 (59%) respondents have given positive response and 45

(15%) respondents have given negative response. The problem takes the fourth place with the intensity value of 173.

Concerning the tenth problem, 197 (65.7%) respondents have given positive opinion and 57 (19%) women workers have given negative opinion. The intensity value is 211 and it occupies the third position. Hence, majority of the women workers have opined that no good and healthy relations exist between owners and workers in the coir industry.

On the eleventh problem, 85 (28.3%) women workers have given positive response and 178 (59.3%) women workers have given negative response. This problem occupies the sixteenth position with the intensity value of -123. So it is depicted that it creates a sense of urgency to the women workers in the work of coir industry.

Regarding the twelfth problem, 47 (15.7%) respondents' opinion is positive and 225 (75%) respondents opinion is negative. The intensity value of this problem is -247 and it ranks in the seventeenth position. So it is depicted that more heavy stress at work is considered as one of the problems of women workers in the coir industry.

Regarding the thirteenth problem, 140 (46.7%) respondents' opinion is positive and 123 (41%) respondents' opinion is negative. The intensity value of this problem is 28 and it ranks in the tenth position. So it is depicted that there is no welfare facility and refreshment at work place of coir industry.

About the fourteenth problem, 177 (59%) women workers have given positive response and 65 (21.7%) women workers have given negative response. This problem occupies the fifth position with the intensity value of 153 and it reveals that occupation does not give enough time to spare with family members to the women workers in coir industry.

Out of 300 respondents, 197 (65.7%) respondents have given positive opinion, and 57 (19%) have given negative opinion on the fifteenth problem that “no scope for personal improvement in the occupation”. This problem takes in the second place and the intensity value is 221.

With regard to the sixteenth problem “no in-depth knowledge in the spheres of certain issues and workplace ego clashes”, 125 (41.7%) respondents have given positive response and 137 (45.7%) respondents have given negative response. The problem ranks in the thirteenth place with the intensity value of -1.

Concerning the seventeenth problem, 119 (39.7%) respondents have given positive opinion and 153 (51%) women workers have given negative opinion. The intensity value is -34 and it occupies the fourteenth position. Hence, majority of the women workers have opined that they are not able to exhibit their ability and competency independently in the coir industry.

7.1.4 Opinion of Women Workers' Towards Level of Satisfaction and Impact of Working in Coir Industry

About the reasons for choosing the coir works as profession on the first statement, that “There is no other employment in this region,” out of the 300 respondents, 280 (93.33%) have a positive attitude, while 13 (4.33%) have a negative attitude. The intensity value comes to 444 and it places the statement at the first rank.

It is evident that on the second statement, “Attractive wage are given”, that out of the 300 respondents, 154 (51.33%) agreed with the statement and 39 (13.0%) do not. The intensity value comes to 183 and it is placed at the sixth rank.

It is clear that on the third statement, “There is a limited hours of work” out of the 300 respondents, 181 (60.33%) agreed with the statement and 51 (17.00%) do not. The intensity value comes to 197 and it places the statement at the fourth rank.

It is learnt from the fourth statement, “It is my hereditary occupation” that out of the 300 respondents, 206 (68.67%) are in agreement with it, while 49 (16.33%) are not. The intensity value is 240 and it places the statement at the third rank.

It is observed from the fifth statement, “It provides continuous employment” that out of the 300 respondents, 152 (50.67%) have positive attitude towards the statement, while 41 (13.67%) have negative. The intensity value arrived at is 187 and it places the statement at the fifth rank.

It is noted from the sixth statement “Advance money is given by owners to work” that out of the 300 respondents, 212 (70.67%) have a positive outlook, while 21 (7.0%) have a negative feeling. The intensity value arrived at is 294 and it places the statement at the second rank.

Concerning the seventh statement, “Bonus is given in the industry” out of the 300 respondents, 131 (43.67%) agree with the statement and 54 (18.0%) do not. The intensity value arrived at is 89 and it places the statement at the ninth rank.

Considering the eighth statement, “Pension/gratuity/medical facility is given”, out of the 300 respondents, 111 (37.0%) have a positive outlook, while 133 (44.33%) have negative. The intensity value comes to (-18) and it places the statement at the tenth positions.

It is evident from the ninth statement, “Group insurance facility is available in the industry”, that out of the 300 respondents, 177 (59.0%) agreed with the statement, 54 (18.0%) did not. The intensity value comes to 154 and it places the statement at the seventh rank.

Considering the tenth statement, “Provident fund facility is available in the industry”, out of the 300 respondents, 132 (68.67%) have a positive outlook, while 65

(21.67%) have negative. The intensity value comes to 92 and it places the statement at the eighth positions.

Regarding the level of attitude of the women workers towards employment in coir industry

On the first statement, “Employment in Coir Industry is an easy work to the women workers” out of the 300 women workers, 157 (52.33%) have a positive attitude, while 114 (38.00%) have a negative attitude. The intensity value comes to 60 and it places the statement at the second rank.

It is evident from the second statement, “Employment in Coir Industry has made women workers into respectable in family”, that out of the 300 women workers, 110 (36.67%) agree with the statement and 99 (99.00%) do not. The intensity value comes to 17 and it places the statement at the third rank.

It is clear from the third statement, “Employment in Coir Industry fulfills the various needs of the women workers” that out of the 300 women workers, 115 (38.33%) agree with the statement and 112 (37.33%) do not. The intensity value comes to 13 and it places the statement at the fourth rank.

It is learnt from the fourth statement, “Employment in Coir Industry has created a knowledge of using new technology in coir production” that out of the 300 women workers, 103 (34.33%) are in agreement with it, while 192 (64.00%) are not. The intensity value is (-39) and it places the statement at the seventh rank.

It is observed from the fifth statement, “Employment in Coir Industry is need based work for money” that out of the 300 women workers, 159 (53.00%) have positive attitude towards the statement, while 98 (32.67%) have negative. The intensity value arrived at is 99 and it places the statement at the first rank.

It is noted from the sixth statement “Employment in Coir Industry has changed the traditional way of life” that out of the 300 women workers, 116 (38.67%) have a positive outlook, while 113 (37.67%) have a negative feeling. The intensity value arrived at is 9 and it places the statement at the fifth rank.

Regarding the seventh statement, “Employment in Coir Industry has improved the wealth of women workers” out of the 300 women workers, 104 (34.67%) agreed with the statement and 124 (41.33%) do not. The intensity value arrived at is (-37) and it places the statement at the sixth rank.

Considering the eighth statement, “Employment in Coir Industry has improved the economic status of the women workers”, out of the 300 women workers, 102 (34.00%) have a positive outlook, while 137 (45.67%) have negative. The intensity value comes to (-57) and it places the statement at the eighth rank.

It is observed from the ninth statement, “Employment in Coir Industry has improved the social status of the women workers”, that out of the 300 women workers, 91 (30.33%) have a positive attitude, while 207 (69.00%) have a negative attitude. The intensity value comes to (-81) and it places the statement at the ninth rank.

It is evident from the tenth statement, “Employment in Coir Industry has created permanent employment opportunities”, that out of the 300 women workers, 82 (27.33%) agreed with the statement, 142 (47.33%) do not. The intensity value comes to (-83) and it places the statement at the tenth rank.

About the opinion of the women workers with regard to the impact of employment in coir industry.

It is noted from the first statement, “Shifted cultural attitudes and making it okay for middle class women to work” out of the 300 women workers, 136 (45.33%)

agree with the statement and 105 (35.00%) do not. The intensity value comes to 68 and it places the statement at the first rank.

It is learnt from the second statement, “Pushed for equal rights and liberation for women and demonized domestic slavery” that out of the 300 women workers, 113 (37.67%) are in neutral with it, while 187 (62.33%) are not. The intensity value is (-252) and it places the statement at the thirteenth rank.

It is observed from the third statement, “With the increasing cost of living, it has created working is an economic necessity in order to support their family” that out of the 300 women workers 37 (12.33%) have positive attitude towards the statement, while 207 (69.00%) have negative. The intensity value arrived at is (- 288) and it places the statement at the fifteenth rank.

It is seen from the fourth statement, “Helps in increased purchasing power of women” **that** out of the 300 women workers, 18 (6.00%) have a positive attitude, while 176 (58.67%) have a negative attitude. The intensity value comes to (- 264) and it places the statement at the fourteenth rank.

It is learnt from the fifth statement, “Allowed a new sector of revenue streams to be created in the workplace” that out of the 300 women workers, 65 (21.67%) are in agreement with it, while 195 (65.00%) are not. The intensity value is (-146) and it places the statement at the twelfth rank.

It is understood from the sixth statement, “Improved in the investment a large proportion of their household income in the education of their children” that out of the 300 women workers, 70 (23.33%) are in agreement with it, while 120 (40.00%) are not. The intensity value is (-103) and it places the statement at the eighth rank.

It is observed from the seventh statement, “Improved in decision-taking positions to reduce the share of high-risk financial transactions that are normally

conducted by male in the family” that out of the 300 women workers 76 (25.33%) have positive attitude towards the statement, while 154 (51.33%) have negative. The intensity value arrived at is (-111) and it places the statement at the ninth rank.

It is learnt from the eighth statement, “Increased social protection and withdraw from the household work and childcare” that out of the 300 women workers, 50 (16.67%) are in agreement with it, while 138 (46.00%) are not. The intensity value is (-119) and it places the statement at the tenth rank.

It is clear from the ninth statement, “Improved the domination to have property and inheritance rights and access to credit” that out of the 300 women workers, 48 (16.00%) agree with the statement and 121 (40.33%) do not. The intensity value comes to (- 93) and it places the statement at the seventh rank.

It is learnt from the tenth statement, “Created empowerment to the good economic and other development including education, nutrition, and reduced child mortality” that out of the 300 women workers, 50 (16.67%) are in agreement with it, while 96 (32.00%) are not. The intensity value is (- 69) and it places the statement at the fifth rank.

It is observed from the eleventh statement, “Facilitated access to outside human network, financial and banking transactions access” that out of the 300 women workers 85 (28.33%) have positive attitude towards the statement, while 140 (46.67%) are negative. The intensity value arrived is (-74) and it places the statement at the sixth rank.

It is seen from the twelfth statement, “Increased positive attitudes to be better at work and increased greater awareness and efficiency to be more responsive in the work environment” that out of the 300 women workers, 68 (22.67%) have a positive

attitude, while 100 (33.33%) have a negative attitude. The intensity value comes to is - 44 and it places the statement at the fourth rank.

It is learnt from the thirteenth statement, “Improved in leadership skill as measured by productivity, profitability, corporate culture and sustainability” that out of the 300 women workers, 73 (24.33%) are in agreement with it, while 122 (40.67%) are not. The intensity value is (- 38) and it places the statement at the third rank.

It is understood from the fourteenth statement, “Improved behaviours and language makes greater success, satisfaction and reward in life” that out of the 300 women workers, 51 (17.00%) are in agreement with it, while 164 (54.67%) are not. The intensity value is (- 141) and it places the statement at the eleventh rank.

It is observed from the fifteenth statement, “Improved activeness in work and to be away from a bad relationship without the worry off having no money” that out of the 300 women workers 92 (30.67%) have positive attitude towards the statement, while 105 (35.00%) are negative. The intensity value arrived at is (- 5) and it places the statement at the second rank.

On the Level of Satisfaction towards Employment in Coir Industry,

It is noted from the first statement, “Satisfied salary” that out of the 300 women workers, 44 (14.7%) agree with the statement and 186 (62.00%) do not. The intensity value comes to is-202 and it places the statement at the twelfth rank.

It is learnt from the second statement, “Reasonable allowances” that out of the 300 women workers, 94 (31.3%) are in positive attitude with it, while 79 (26.3%) are not. The intensity value is 19 and it places the statement at the tenth rank.

It is observed from the third statement, “Fulfil all the requirements” that out of the 300 women workers 87 (29.00%) have positive attitude towards the statement,

while 61 (20.33%) have negative. The intensity value arrived at is 50 and it places the statement at the eighth rank.

It is seen from the fourth statement, “Better working condition” that out of the 300 women workers, 128(42.67%) have a positive attitude, while 37 (12.33%) have a negative attitude. The intensity value comes to is 83 and it places the statement at the seventh rank.

It is learnt from the fifth statement, “Provides Job Security” that out of the 300 women workers, 166 (55.33%) are in agreement with it, while 32 (10.67%) are not. The intensity value is 163 and it places the statement at the third rank.

It is understood from the sixth statement, “Adequate industrial safety” that out of the 300 women workers, 118 (39.33%) are in agreement with it, while 101 (33.67%) are not. The intensity value is 25 and it places the statement at the nineth rank.

It is observed from the seventh statement, “Better welfare measures” that out of the 300 women workers 145 (48.33%) have positive attitude towards the statement, while 76 (25.33%) have negative. The intensity value arrived at is 132 and it places the statement at the fifth rank.

It is learnt from the eighth statement, “Pleasant work atmosphere” that out of the 300 women workers, 225 (75.00%) are in agreement with it, while 15 (5.00%) are not. The intensity value is 390 and it places the statement at the first rank.

It is clear from nineth statement, “Continuous work given” that out of the 300 women workers, 183 (61.00%) agreed with the statement and 74 (24.67%) do not. The intensity value comes to is 154 and it places the statement at the fourth rank.

It is learnt that on the tenth statement, “Good relationship with the workers” out of the 300 women workers, 150 (50.00%) are in agreement with it, while 54

(18.00%) are not. The intensity value is 119 and it places the statement at the sixth rank.

It is observed from the eleventh statement, “Fullest job satisfaction” that out of the 300 women workers 180 (60.00%) have positive attitude towards the statement, while 28 (9.33%) are negative. The intensity value arrived is 208 and it places the statement at the second rank.

It is seen from the twelfth statement, “Attitudes of owners” that out of the 300 women workers, 120 (40.00%) have a positive attitude, while 100 (33.33%) have a negative attitude. The intensity value comes to 8 and it places the statement at the eleventh rank.

It is observed from the SWOT analysis, that majority of the women workers have opined that employment in coir industry occupies prominent status recently due to availability of raw material for coir industry and therefore it is one of the strong factors which stands first in rank according to opinion of women workers, followed by the strong factors such as potentiality of market, less investment, availability of skilled labour and eco friendly of production and usage which occupy second, third, fourth and fifth rank respectively from the point of view of women workers.

It is seen from the weakness factors, that majority of the women workers have opined that the employment in coir industry was not popular due to multiple usage of raw material i.e., husk and therefore it is one of the factors of weakness which stands first in rank according to opinion of women workers, followed by the factors of weakness such as coir pith that is a problematic waste and occupies large area, low level of modernization and up gradation of technologies, lack of collective marketing efforts and lack of proper financial linkages which occupy second, third, fourth and fifth rank respectively from the point of view of women workers.

Regarding the opportunity factors, majority of the women workers have opined that employment in coir industry helps in identifying the better untapped raw material potentiality to the coir industry and therefore it is one of the factors of opportunity which stands first in rank which is, followed by factors such as growing domestic and international markets, product diversification, scope for zero wastages and high potentiality for value additions which occupy second to fifth rank from the point of view of women workers.

About the factors of threat, majority of the women workers have opined that the major threat to accessing and employment in coir industry would be due to competition from synthetic fiber and hence it is one of the threat factors which stands first in rank according to opinion of women workers, followed by the factors of threat such as shifting of raw material usage to brick and power plants, shortage of power supply, heavy competition from other countries and production fluctuation due to pest and floods which occupy second to fifth rank from the point of view of women workers.

The variables such as age, education and experience that influence the respondents as the reasons for employment in coir industry and factors influencing the level of satisfaction of employment in coir industry are analysed. It is carried out with the help of ANOVA. The result of the analysis is

Among the ten reasons, age influences in all the factors such as there is no other employment in this region, attractive wage are given, there is a limited hours of work, it is my hereditary occupation, it provides continuous employment, advance money is given by owners to work, bonus is given in the industry, pension/gratuity/medical facility is given and provident fund facility is available in the industry and it is calculated the value is more than table value at 5% levels of

significance. For other indicator such as group insurance facility is available in the industry, age has no influence on them.

Among the 12 factors influencing the level of satisfaction towards employment in coir industry, age influences in all the factors such as satisfied salary, reasonable allowances, fulfil all the requirements, provides job security, better welfare measures and attitudes of owners and as it is calculated the value is more than table value at 5% levels of significance. For other indicator such as better working condition, adequate industrial safety, pleasant work atmosphere, continuous work given, good relationship with the workers and fullest job satisfaction, age has no influence on them.

Among the ten reasons, education influences in all the factors such as there is no other employment in this region, attractive wage are given, there is a limited hours of work, it is my hereditary occupation, advance money is given by owners to work, pension/gratuity/medical facility is given and provident fund facility is available in the industry and as it is calculated the value is more than table value at 5% levels of significance. For other indicator such group insurance facility, bonus given is available in the industry and it provides continuous employment, education has no influence on them.

Among the 12 factors influencing the level of satisfaction towards employment in coir industry, education influences in all the factors such as adequate industrial safety, pleasant work atmosphere, better welfare measures and continuous work given and as it is calculated the value is more than table value at 5% levels of significance. For other indicator such as better working condition, satisfied salary, reasonable allowances, fulfil all the requirements, provides job security, attitudes of

owners and good relationship with the workers and fullest job satisfaction, age has no influence on them.

Among the ten reasons, experience influences in all the factors such as there is no other employment in this region, attractive wage are given, there is a limited hours of work, it is my hereditary occupation, pension/gratuity/medical facility is given, group insurance facility and provident fund facility is available in the industry and as it is calculated the value is more than table value at 5% levels of significance. For other indicators such as advance money is given by owners to work and bonus given is available in the industry and it provides continuous employment, experience has no influence on them.

Among the 12 factors influencing the level of satisfaction towards employment in coir industry, experience influences in all the factors such as adequate industrial safety, reasonable allowances, better satisfied salary, provides job security, pleasant work atmosphere, better welfare measures and as it is calculated the value is more than table value at 5% levels of significance. For other indicator such as fulfilling all the requirements, working condition, continuous work given, attitudes of owners and good relationship with the workers and fullest job satisfaction, experience has no influence on them.

The first factor “impact on cultural attitudes, economic necessity and purchasing power of women” that represents four variables namely ‘the variables shifted cultural attitudes and making it okay for middle class women to work (0.811)’, pushed for equal rights and liberation for women and demonized domestic slavery (0.764)’, ‘with the increasing cost of living, it has created working is an economic necessity in order to support their family (0.691)’, and ‘helps in increased purchasing power of women (0.654) are significantly loaded. The variable shifted cultural

attitudes and making it okay for middle class women to work (0.811) has the highest significant positive loading.

The second factor “impact on revenue streams, investment and decision-taking positions” consists of three variables namely ‘allowed a new sector of revenue streams to be created in the workplace (0.778)’, ‘improved in the investment a large proportion of their household income in the education of their children (0.739)’, and improved in decision-taking positions to reduce the share of high-risk financial transactions that are normally conducted by male in the family (0.555)’. These variables are significantly loaded. Of these three variables highest significant positive loading is ‘allowed a new sector of revenue streams to be created in the workplace (0.778)’.

The third factor “impact on social protection and access to credit and empowerment” consists of three variables namely ‘increased social protection and withdraw from the household work and childcare (0.623)’, ‘improved the domination to have property and inheritance rights and access to credit (0.577)’, and ‘created empowerment to the good economic and other development including education, nutrition, and reduced child mortality (0.466)’. They are significantly loaded. The ‘increased social protection and withdraw from the household work and childcare (0.623) has the highest significant positive loading.

The last factor “impact on human network and positive attitudes and leadership skill” consists of the three variables namely ‘facilitated access to outside human network, financial and banking transactions access (0.576)’, ‘increased positive attitudes to be better at work and increased greater awareness and efficiency to be more responsive in the work environment (0.559)’, and ‘improved in leadership skill as measured by productivity, profitability, corporate culture and sustainability

(0.348), they are significantly loaded. The ‘facilitated access to outside human network, financial and banking transactions access (0.576)’ has the highest significant positive loading.

The fifth factor “impact on behaviours and language” that consists of the one variable namely, ‘improved behaviours and language makes greater success, satisfaction and reward in life (0.626)’. It is significantly loaded.

The last factor “impact on activeness in work and relationship” consists of the one variable namely ‘improved activeness in work and to be away from a bad relationship without the worry off having no money (0.483)’. It is significantly loaded.

About the testing of hypotheses on personal variables and level of impact of employment in coir industry, out of the 118 respondents belonging to the age groups of 40-50 years old, 99 (83.9%) have moderate perception towards impact of employment in coir industry, while 7 (5.9%) have low perception. Similarly out of the 99 respondents belonging to the age groups of above 50 years old, 71 (71.7%) have moderate perception towards impact of employment in coir industry, while 12 (12.1%) have low perception. But out of 14 respondents belonging to the age groups of 20-30 years old, 14 (100.0%) have moderate perception towards impact of employment in coir industry.

As the computed value is less than the table value, the null hypothesis “is that there is no significant relationship between age of the women workers and level of impact of employment in coir industry is accepted”. It is as such that there is no significant relationship between age of the women workers and level of impact of employment in coir industry. Therefore, the age does not influence the women workers with impact on employment in coir industry.

Out of the 131 respondents belonging to the Sc community groups, 103 (78.6%) have moderate perception towards impact of employment in coir industry, while 14 (10.7%) have low perception. Similarly out of the 108 respondents belonging to the Bc community groups, 82 (75.9%) have moderate perception towards impact of employment in coir industry, while 12 (11.1%) have low perception. Further out of the 61 respondents belonging to the MBC community groups, 48 (78.7%) have moderate perception towards impact of employment in coir industry, while 4 (6.6%) have low perception.

As the computed value is less than the table value, the null hypothesis “is that there is no significant relationship between community of the women workers and level of impact of employment in coir industry is accepted”. It is as such that there is no significant relationship between community of the women workers and level of impact of employment in coir industry. Therefore, the community does not influence the women workers with impact on employment in coir industry.

Out of the 37 respondents belonging to the SSLC education groups, 25 (67.6%) have moderate perception towards impact of employment in coir industry, while 4 (10.8%) have low perception. Similarly out of the 248 respondents belonging to the illiterate groups, 193 (77.8%) have moderate perception towards impact of employment in coir industry, while 26 (10.5%) have low perception.

As the computed value is less than the table value, the null hypothesis “is that there is no significant relationship between education of the women workers and level of impact of employment in coir industry is accepted”. It is such that there is no significant relationship between education of the women workers and level of impact of employment in coir industry. Therefore, the education not influences the women workers with impact on employment in coir industry.

Out of the 112 respondents belonging to the experience of above 25 years, 94 (83.9%) have moderate perception towards impact of employment in coir industry, while 15 (13.4%) have low perception. Similarly out of the 84 respondents belonging to the 15-20 years of experience, 60 (71.4%) have moderate perception towards impact of employment in coir industry, while 10 (11.9%) have low perception.

As the computed value is more than the table value, the null hypothesis “is that there is no significant relationship between experience of the women workers and level of impact of employment in coir industry is rejected”. It is as such that there is significant relationship between experience of the women workers and level of impact of employment in coir industry. Therefore, the experience influences the women workers with impact on employment in coir industry.

Out of the 124 respondents belonging to the income of Rs. 20000-25000, 96 (77.4%) have moderate perception towards impact of employment in coir industry, while 6 (4.8%) have low perception. Similarly out of the 76 respondents belonging to the income of Rs. 30000-35000, 62 (81.6%) have moderate perception towards impact of employment in coir industry, while 14 (18.4%) have low perception.

As the computed value is more than the table value, the null hypothesis “there is no significant relationship between income of the women workers and level of impact of employment in coir industry is rejected”. As such, there is significant relationship between income of the women workers and level of impact of employment in coir industry. Therefore, the income influences the women workers with impact on employment in coir industry.

7.3 SUGGESTIONS

1. As the women workers feel that they are exploited by heavy work load, so it is advised that the employers have to consider to avoid to give heavy work to women workers in the coir industry.
2. The Factories Act mandates an eight-hour working day, a 48-hour working week and safe working conditions, which include adequate provisions for rest rooms, canteens, medical facilities, and proper ventilation. The law mandates a minimum rest period of 30 minutes after every four hours of work and premium pay for overtime. Hence it is advised that employer of coir industry must consider and facilitate to accommodate above facilities.
3. The study reveals that coir workers are not given holidays even on important national and religious festival days. It is advised that the national holidays may be declared as paid holidays to the coir workers in the industry.
4. Further it is suggested that the employers of the coir industry may enforce labour welfare measures such as provident fund and medical facilities for coir workers which come under Factories Act. It will help the workers at their old age and during the unemployment period.
5. Generally the coir workers do the work perpetually in the open surface. The women workers are directly exposed to the sunlight which results in many health problems to women workers. Hence, it is advised that steps may be taken to provide shady roofs for coir industry workers. Further it is suggested that avoid the employment of children and to old age group in the coir industry.
6. In order to safe guard the interest of the women workers, it is suggested to offer the provision of housing toilet, drinking water and other minimum facilities and must be ensured at work place and efforts must be directed towards ensuring

adequate social security in the form of supply of credit and other benefits to women workers in the coir industry.

7. Employers should try to give suitable work situation to women to make sure that there is no unfriendly atmosphere for the female workers. The employers should make the women employees feel easy to come to them to share their workplace problems in coir industry.
8. Women are paid less because management has a preset notion that she will leave the job after having children or marriage. It is a silent crime and no one can compliant about it. Employers should ensure that equal wages are paid to women employees without gender discrimination in coir industry.
9. Coir industry owners must see to it that women workers would be provide with continuous employment and not the seasonal employment.
10. Necessary training and subsidy must be given to women workers by the government
11. Crèches must be provided in the coir industry for taking care of the child of women employees.
12. There must be hike in wages for overtime.
13. Subsidy to children of women workers in coir industry for education should be given
14. Loan necessary for women employees should be granted
15. It has been found that heat stress, noise, dust related problem, vibration and stress problem are prevalent in the work place of coir industry. The common problems faced by the respondents are shivers, stress and sleeplessness. The problem of shivering occurs more compared to stress and sleeplessness. This is because of the handling of vibrating machines in the work place. Therefore, it is

advised that the employers should change the machines which produce more vibrations.

16. First aid facility, group insurance facility, accident insurance scheme have to be provided to all the women workers.
17. It has been found that the coir workers normally do long hours of work and receive low wages. Therefore efforts must be taken to introduce the Minimum Wages Act, safety and health standards in the industry by the state government.
18. It is suggested that the projects prepared by the DIC officials are often found not suitable to the local environment and local requirements. Therefore, the DIC should identify schemes that are most suitable to the local requirements and offer them to the coir units. The local coir units should be made responsible for utilizing the local potential resources in the area for the successful implementation of the various schemes.
19. The coir industries products are eco – friendly and it can be pointed out that these units can be grouped under no pollution units in this age of global warming and increasing pollution.
20. Most of the women workers were unaware about maternity benefits, child care benefits, and health care benefits and so they must be made aware about all of these benefits by the officials of local self government.
21. Provision of an emergency fund for overcoming on unexpected calamities should be arranged
22. Contributory Pension scheme should be introduced in the coir industry and women workers contribution should be collected per week or on the payment day.

7.4 CONCLUSION

By this study, the researcher concluded that the structure of the coir industry has undergone drastic changes. The pattern of exports and the product mix have also changed. From being merely a fibre and yarn exporter, India became an exporter of value-added coir products. This has, in turn, brought about a major shift in the total volume and value of exports. At present, organised marketing of coir in the country is being undertaken by the Coir Board, Coir Marketing Federations of the State Governments, State Coir Corporations and State Coir Development Agencies.

Despite the growth of the coir industry, for a long period of time, Indian rural communities especially women workers of coir industry have been facing number of socio-economic problems. So the future of the coir industry depends on the development of the skilled workers in the industry. So considering the difficulties and challenges faced by women workers in the coir industry, the policy makers and planners and administrators of the Indian Coir Board have to try to protect the interest of women workers by the way the interest of the nation in order to march towards a prosperous future in unorganised sector.

7.5 SCOPE FOR FURTHER STUDY

1. One of the recent phenomena of the development of women in India especially, the role of women work force is helping many ways to develop many industrial sectors. Hence a research in the “changing role and attitudes of women workers towards the development Agri allied industrial sectors” may be attempted.
2. Though there are different sources available to all the sector of economy for the development of socio economic conditions of the women, the services delivery mechanism for developing women in India is not

effective as expected by the society. Hence a study on the Govt services delivery mechanism for developing working women to all the sectors of economy may be attempted.

3. In order to understand the importance of the role of ICT in industrial sector, a study in the “impact of information and communication technology in the development of coir industry” may be attempted.