

## DEVELOPMENT OF HANDLOOM INDUSTRY UNDER KAMARAJ GOVERNMENT IN TAMILNADU

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### Introduction

Kamaraj who had a dream of developing Tamil Nadu not only in industry; but in all sectors was fortunate to be its Prime Minister in 1954, because Jawaharlal Nehru was then the Prime Minister of the country. In this case, the study covers all aspects of the industrial development that the Kamaraj government has brought. The Handloom industry is one of the oldest cottage industries. The textile industry flourished wherever civilization flourished. Even at the earliest times of human history, cotton has been known to dye and has been woven into the fabric of weaving and knitting. This development was later called loom. Since the frame was used by hand, it was called handloom. In time, the yarn used for weaving was called yam. This paper describes the handloom industry, the oldest and most advanced industry not only in Tamil Nadu; but also worldwide. Ever since man learned to cover his hat with a handkerchief, the industry has prospered. But when British textile retailers filled the Indian market with cheap fabric made after the Industrial Revolution in Western Europe during the eighteenth century, the hairdressing industry in this part of the world was defeated. However, the debt goes to the Kamaraj Government for some of the bold steps it has taken to rehabilitate and promote the sick industry.

### Heyday of Handloom Industry

The entire eighteenth century was a time of growth in the handicraft industry, which later became part of Madras State when the British East India Company consolidated its political power in the southern region of the country. The British East India Company, in addition to being a major client of the industry, took a number of positive steps to encourage weavers. The company builds weaving colonies in or near company officials. It raised money for leading textile suppliers in Madras, Cuddalore, Mauslipatnam, Kancheepuram, Madurai, Salem and a few other handloom centers to promote the production of various textile products. It also allowed for relief from times of famine and stress. It reviewed prices annually,

bought fabrics and shipped all the materials to England. The people of England could afford to buy the fabric of their choice dyed with the most exotic vegetable dyes and made with many oriental patterns of tastehl. As the East India Company had been purchasing handmade textile items in exorbitant quantities and shipping them to their home country, South Indian craftsmen could be very successful. Fabrics that they have never played with can be sold.<sup>1</sup>

The fabric exported to England from South India in those distant days included varieties such as palampores, chintzes, muslin, wool Madras (Tamil Nadu) was once famous for palampores and chintzes. The term, palampore in those days was applied indiscriminately to all types of printed or hand-painted cotton, including canopies, prayer cloths, mats, bed covers, screens, handkerchiefs, and hats. The word, '*chintz*', was also used to describe any cotton that was dyed or printed, thus including all the palampores in its class. The art of making handwriting or painting was called the Kalmkari work. The main centers of palampores and beautiful *chintze* in the past were Masulipatnam, PallakoluGollapuram, Kalahasti, Wallajanagar, Kumbakonam, Tanjore and Madurai. Masulipatnampalampores had a European reputation, especially those that could be used as screens or canopies, hand-printed, beautifully painted with depictions of trees covered with flowers, parrots and other birds sitting or flying among tree branches and appealing to animals resting in the shade of trees drinking light water in streams. Such cloths were also used to display flowers or various themes in Hindu mythology, such as the Ramayana and Mahabharata scenes. Their beauty, it should be evident, was based on the ability and the food with which they conveyed the religious or philosophical ideas of the people and reflected the natural environment in which they lived. The ideas of Indians wearing Indian costumes, did not succeed in being recommended by all art lovers, whether Indians or Europeans. All of this is now a past glory. At the time, the second five-year plan period began; the palampore industry is almost dead. Few families had knowledge of this art, and their work was described as crude, corrupted by foreign fashion and corrupted by foreign dyes. Edgar Thurston, who wrote a monograph on cotton fabrics in 1897, observed: The construction of Palampore is rapidly disappearing and only three families in Masulipatnam know the art. W.S. Hadaway, who wrote a monograph on cotton painting and cotton printing in 1917, noted: Despite the rapid and rapid development of the European cotton fabric trade, even in the late nineteenth century, there was a carpet. etc. In terms of support for the weavers, the company surpassed all the Indian officials of the day. However, the British Government was less concerned about the popularity of Indian textiles among the English. All these incentives from England came to Indian craftsmen in general and especially in South India, because it was a human age and not a machine age.<sup>2</sup>

## Beginning of the Downhill Journey

All this changed when England came under the industrial revolution in the second half of the eighteenth century. A newly invented machine called Spinning-Jenny made it possible to spin a rope much faster and cheaper than before. Likewise the newly invented fabric called Power-Loom does the same in weaving the fabric into fabric. As machines were introduced in the textile industry in England they were demanding cotton, raw material for the production of yarn and woven fabric and unfinished fabric. With raw materials from India, English industrialists began to shift the demand for palampores. At the time of his writing, however, the industry was rapidly declining due to a lack of motivation. It is said that in the late nineteenth century, Wallajanagar and Arcot were found in almost every weaver's house, old blocks of intricate and elegant designs, many of them from Persia, piled up in corners or on the roof, covered with dust or cut into pieces and used for poor petals. He is said to have rescued from these more than 200 sample blocks, now in a prestigious site at the Madras Museum<sup>3</sup>

Then they cried out for the Eastern markets. At the same time the subtle, powerful and deceptive influence of Western taste and fashion began to invade India and undermine the taste and fashion of Indians. So the British emperors imposed a law of allegiance to the emperors. Under this pressure and stress the Indian handloom industry, the wool carpet industry, the ivory carving industry and the metal art industry began to decline rapidly. The importation of milled or mechanized goods has become a major attraction for consumers in India. Craftsmen from all over the country, including those in the state of Madras, have not been able to overcome the violence. To make matters worse, the Indian big businessmen themselves established textile mills on the existing lines. The first textile mill was established in Calcutta. The great Tamil Nadu industrialists were not left behind.<sup>4</sup>

## Kamaraj Government Measures

However, when the first Government of the Indian National Congress, after the country was incorporated under the Constitution, took over the reins of Madras State which was then a coalition in 1952, it focused on reviving cooperation among handicraftsmen. In 1953, the State Society had 540 major cooperative cooperatives as its members and all 540 basic communities combined had 1.09 lakh pieces. It had a budget of Rs. 6 lakh. With the good support of the ANC Government, the National Assembly purchased from its subsidiary fabric goods costing Rs. 92.39 lakh and sold them for its emporia amounting to Rs.103.33 lakh during the year 1952-53. As the community began to move forward, its president, M.P.Nachimuthu Mudaliar, and other government officials with government support wanted to build a building for the community. They bought a plot of land

near a rented building in 1952. Two years later they built a building for their communities. The then Governor of Madras, Mr. Prakasa, laid the foundation stone of the building. In his address at the event, the Governor pointed out that the handicraftsman in the Province of Madras was a real artist and produced some of the best and most unknown designs and borders in North India. The co-operative state level of weavers was nineteen years old when Kamaraj became Prime Minister. His government has not forgotten its role in this young man. The support given to his government by it makes it better for its members. It explored new and innovative markets every year for its textile members. In 1966-67, it could sell handloom cloth worth Rs. 4.14 million. Its sale went up to Rs. 6.38 crore in 1970-71. Considering its effectiveness, it set its target at Rs 10 crore in 1972.<sup>5</sup>

### **Bleaching and Calendering Plant**

Some provincial governments, including Madras Province, have submitted proposals to the Handloom Standing Committee of the Cottage Industries Board to take a number of social measures. The committee approved some of the proposals, and three approved proposals were made by the Madras Government. According to the committee's recommendation, the Indian government fined Rs. 4.83 lakh to the National Government to make these three proposals. One of the proposals was for the construction of a slip, finishing and calendar factory by the Madras State Handloom Weavers Co-operative Society in Erode. The second proposal was to pay a grant of Rs. 1.68 lakh to meet import duty on imported machinery to establish a co-operative spinning industry in Guntakkal. The final proposal was for the purchase of 250 semi-automatic looms for distribution to select co-operative organizations of weavers. Although all these measures have had a positive impact on the industry, weavers still live in extremely difficult situations without being able to find their favorite yarn at an affordable price and easily market their products. So the British Government of India took further steps in the early 1940.<sup>6</sup>

### **All-India Handloom Board**

The Indian government formed a three-member Truth-Recognition Committee in 1941 to investigate the difficulties facing the handicraft industry. The Government, after researching the committee's recommendations, formed the All-India Handloom Board in 1945 and the board represented various interests in the country. When the country gained independence in 1947, the board ceased to function and the Central Government of Independent India formed a new organization in its place called the slump in handmade cloth in 1952 and it continued to be so large that about three lakh of handicraftsmen left loses work in Madras The Indian government and the Madras Regional Government have expressed a keen

interest in solving their problems. Both Governments decide to take steps to rectify their situation. In the midst of the decline the Prime Minister Jawaharlal Nehru visited the Madras State Handloom Weavers Co-operative Society on October 2, 1953 and said that at that time the Central Government recognized the importance of the industry and reassured the weavers gathered there. that his Government will fully address the needs of the weavers. Jawaharlal Nehru kept his word. His government set up a Fabric Investigation Committee to examine how the three sectors of the textile industry - textile mills, electronics and handicrafts - could be helped to take their rightful place in the national economy. As a next step, it limited the production of dhotis by milling to 60 percent of production within the 12 months ending March 1952 and banned the dyeing of sari slices. This initiative has greatly helped the handloom industry. It also created a fund for their well-being.<sup>7</sup>

### **The Two Divisions of Handloom Industry**

The handloom industry in Tamil Nadu falls into two broad categories such as hand woven fabrics and silk fabrics. Among the cotton weavers, some craftsmen were trained to weave muslin cloth. Artists in this class focused on Arni, Kancheepuram, Kalahasti, Coimbatore, Salem, Tanjore and Madurai in recent days. These weavers weave eye-catching muslin cloth using fine handmade yarn. The muslin fabric made in Arni in the past was only under Dacca. The Arni muslin cloth that was unveiled in a large exhibition in London in 1851 gained the admiration of many of those who visited the Government of Kamaraj, a descendant of professional weavers of the last century who were also in operation. They were able to keep the ship very close to the standards of their ancestors. But they could not claim credit for any further development of the muslin fabric they weave. The craftsmen who participated in the second phase of the silk fabric were few in number during the study period. (In fact, they have always been small in number). The main centers of the sector during the Kamaraj government were Kancheepuram, Coimbatore, Salem, Thambore, Kumbakonam, Mayuram and Madurai.<sup>8</sup>

Professional weavers provided immature items to their weavers. As well as raw materials they gave them production patterns and took responsibility for marketing the finished fabrics. They paid the real weavers their wages, which did not reflect a real profit. Since the coolie-weaver was always familiar, they could not negotiate with their professional weavers. This principle of professional weaving and coolie-weaver has not been well received in the silk industry, although the profits in the silk industry were far greater than those of hand-woven cotton. The structure of the industry was also to some extent responsible for its decline and collapse. As it was a cottage industry it was driven mainly by human efforts so its power and efficiency were limited. Handmade cloth was the first and lasted

centuries to improve its quality. Given the current situation, the handloom industry could not aspire to perfection as a textile industry. Handloom products cannot boast of systematic and measurable similarities, which reflected the fabric produced by the mill.<sup>9</sup>

The texture of the handloom fabric would not always be seamless and the details of the design would not always be the same. The dyeing rate and color pattern did not match the solid level. But as far as possible, steps were taken to bring the production pattern to a certain level, which would ensure the level of completeness. Although electric tools are introduced over time, they are not the same as fine-grained fabric mills. Manufacturers of textile mills and their staff have paid researchers to further develop the equipment. Such an arrangement for developing handlooms was unthinkable for weavers, as they were too poor to have a research program. Not only in the Province of Madras but throughout the country the lowland of the weaver was his workplace where all the processes were taken care of. His living quarters were a hut or one or two rooms. The space required was modest, and no expensive preparations were needed to make room for the weaving work. The weaver's equipment was simple and inexpensive. It can also be repaired or replaced without cost. The accessories used in weaving were simple and easy to carry. It can be easily constructed with materials and materials found in the affected area or its neighbor.<sup>10</sup>

The governments of national leaders near the end of British rule began to take certain steps within their limited power to revive and develop the handicraft industry. The first post-independence world government also took decisive action to provide assistance to weavers. However, public support was not encouraging in the first few years of Independence as the fabric of the mill had a great charm to them. It was under these circumstances that the Central Government embarked on new initiatives to assist the handicraft industry. As mentioned above, it set aside Rs. 0-0-3 per yard with a grinding cloth for the purpose of building a fund called the Handloom Development Fund. Other steps taken by the Central Government include the celebration of the All-India Handloom.<sup>11</sup>

### All India Handloom Week

The government has organized All-India Handloom Week in March each year, and during this week, various handicraft exhibitions were organized in all major cities and towns of the country. The government allowed a discount on textile sales to encourage people to buy handicrafts. The Central Government used the Fund to pay this discount. The exhibitions also helped to foster community sympathy for poor weavers.<sup>12</sup> When All-India Handloom Week was celebrated in Chennai in March 1953 all political parties expressed their sympathy for the weavers

and revitalizing their industry. One year before Kamaraj took power, the Madras State Government had recommended to the Central Government five key schemes worth Rs 101.86 lakh. The Government of India accepted the recommendations immediately and immediately released the interest-free loan of Rs. 90.56 lakh to the National Government to use the Central Government to provide another loan of Rs. 54.55 lakh during the year 1954-1955 after Mr. Kamaraj has taken over the Government. The State Government has made all arrangements in accordance with the All-India Handloom Board.<sup>13</sup>

In addition, the State Government punished Rs. 83.79 lakh for the 1953-1954 financial years and Rs. 35.84 lakh in the next financial year to implement the Cess Fund the first district government program aims to enroll 33,100 new weavers, who were not members of any co-operative organizations, such as existing weavers co-operative or form new associations. to them. A weaver who wanted to be a member of a new community had to pay a large portion of Rs. 25 in the public sector therefore the government's plan suggested that the Government repay interest-free loans amounting to Rs. 18.12.0. Balance of Rs. 6.4.0 the aspiring weaver had to be met. Numbers 12 and 4 refer to Anna. During British rule the monetary system consisted of rupee, anna and kasus. The 12 kasus made one anna and the 16 anna made a Weaver who wanted to be accepted into the existing communities did not need to have a share of a large share of the stock as the Government had approved interest-free loans of Rs. 25 to each one of them. When the program was launched a number of weavers became members of the federation and 12,393 new weavers were placed under the co-operative kraal on May 32, 1954. The second program related to the expansion of the Madras State Handloom Weavers Co-operative. Amount of Rs. 9.9 lakh was given for this purpose. Under this program, 550 primary aversion organizations had been connected to a government institution by 1954. The main advantage of these early societies was the uninterrupted supply of cords by the state public and their assistance in advertising part of its products.<sup>14</sup>

To help key communities market their products, the state community has set up 175 new sales depots in various urban and central areas. The state community has made technical assistance available to key communities. The third scheme was important. It is related to research and strategies in the handloom industry. The amount of Rs. 3.05 lakh has been set aside for the constitutional committees of equity, the provision of general relics to members of selected weavers' organizations, the provision of voting control tools to select the communities of weavers and the appointment of technical assistants for embroidery fabric produced by weaver communities. Some weavers' communities were given dyes in order to open dye factories to produce dyed yarn to the desired level. The most important program was directly related to the general public. The scheme provides for the payment of

subsidies in exchange for the rebate approved by the cooperative institutions for the sale of handicrafts to the general public. An amount of Rs 33.10 lakh was provided for this purpose by the Central Government. In this case Rs. 16 lakh was placed on the registrar of co-operatives to authorize the subsidy of the co-operative institutions, which had allowed a discount on retail sales.<sup>15</sup>

Permit sales from time to time were held periodically in respect of shares collected at a co-operative center. The final plan of the Kamaraj Government was to sell handmade cloth to the countries of West Asia and the Far East. Under the program, the Government appointed four officials to sell handicrafts and established emporia in various locations outside India. One of the officers was sent to Baghdad and another to the handicraft industry across the country faced some of the worst shortages of cotton in the 1950's. The responsibility of providing the weavers with the necessary yam became the State Government. The government has taken certain steps to address the problem. The most important of these were the Cotton Textiles (Production by Handlooms) Control Order. Although this order was first issued in 1950, it was renewed from time to time when the validity of previous orders expired. The order required that weavers nationwide register their hands under the provisions of this directive. By order, the obligation to register the weaving cloth belonged to each weaver without reference to its ownership.<sup>16</sup> The registration number had to be marked on the machine itself. A total of 456,176 of these were registered in the Province of Madras as of December 31, 1958 under the provisions of the order (within co-operative fold 171,418 and outside co-operative fold 284,758). As the industry has not shown a satisfactory level of progress despite all these measures, the National Government has formed state-level bodies and regional-level bodies. The state-level body was called the State Handloom Committee and the regional level bodies were called District Handloom Boards. The main function of these new themes was to explore various issues related to the handicraft industry and to discuss steps taken to improve the industry. The state level committee had the Minister of Industry as its chairman and the regional collectors apart from the Nilgiris Collector who was the chairman of the District Handloom Odards. As the State Government explored all means to develop a large number of handicrafts, he made it easy accepted the Central Government's proposal to convert handlooms into power cables.<sup>17</sup>

### **Introduction of Powerlooms**

The Central Government has allocated Rs. 40,000 as loan to implement the program to convert handlooms into powerlooms by testing during the second five-year program.<sup>84</sup> Fifteen portable hands, five in the co-operative sector and ten outside the co-operative sector were replaced by installed powerlooms the idea of

exploring the economy of final performance. As part of the implementation of the program of weavers outside of cooperating organizations, the State Government has appointed Tirumalisai in Chingleput district and Tiruchengode district in Salem. For use within the co-operative sector, it has selected the Tirupur Weavers' Co-operative Society. The government initially provided five powerlooms to Tirumalisai weavers and five other powerlooms to the Tirupur Weavers' Co-operative Society. All of these powerlooms have worked satisfactorily. The government has provided five powerlooms for the weavers at the Tiruchengode center as well, but they could not be housed in the weavers' quarters due to some difficulty in complying with the Madras Public Health provisions. After looking at the performance of these powerlooms for a long time, the Government decided not to encourage the introduction of other powerlooms as the Government feared that the introduction of these powerlooms could dismiss craftsmen from work or reduce their salaries. However, at the start of the third five-year program, the Central Government proposed to introduce more powerlooms in the co-operative sector. But the State Government did not harvest. It then found that the competition for powerlooms was very sensitive to certain issues.<sup>18</sup>

Several powerlooms were exempt from property taxes and were exempt from bonds imposed on textile mills connected by various labor laws. The State Government also found that the strength of the hands was great and it was not easy for the powerlooms to crush themselves. In fact, the handicraft industry had already made some progress after the Kamaraj government began making efforts to improve it. For these reasons, the Government continued its program to encourage handcraftsmen to improve their skills. Despite Government slowing down the introduction of powerlooms in the State, more and more weavers, who were able to install powerlooms in their workplaces, chose to use them over the years? At the opening of the third millennium, the state had 3.35 lakh powerlooms and 6,500 lower shuttles. Shuttleless auto looms are not manufactured in India. However, they are widely used in the United States of America and Western European countries. Production in shuttleless loom is tripled and the value of the fabric increases exponentially. Now a shuttleless loom costs about Rs. Only 10 lakhs and rich weavers can get it. Weavers in the Coimbatore and Erode regions have selected this latest type of looms. They first introduced this type of machine in 2001, and they usually buy looms used in western countries for 10 to 15 years.<sup>19</sup>

## Strategic Development

When the handicraft industry in the Province of Madras entered the 1960s, the State Government recognized that any permanent improvement in the state of the craft industry could only be made if the weaving process was modernized. It

therefore provided aspiring weavers with advanced materials such as metal irons, varnish tablets, dobbies, moving adhesives, etc., for free or for a small price. Provided co-operative organizations of weavers Rs. 14.79 lakh to buy improved electrical appliances. In addition to setting up a factory in Salem to manufacture handloom parts, the Government provided much-needed encouragement to two independent groups to establish two dye factories.

### **Public Sector Factory, Salem**

As part of a development plan for the handicraft industry, the National Government established a factory in 1960 to manufacture handicrafts. This was established with the aim of assisting the needs of the handicraft industries in the State and its surrounding regions. It was started with an investment of Rs. 16,35,000. This was one of the largest industries of its kind in the country and could boast of having the most modern machines available at the time. In the first few months, 300 employees worked in the unit. It has acquired its necessary equipment at Servicing Corporation, Industrial Estate, Guindy, and the open market. It had a carpentry section attached to it, and the manufacture of furniture required by various government departments and private organizations was entrusted with this section. The blacksmith's unit was also installed at the factory and handled the department's work.<sup>20</sup>

### **Housing Program**

The government has also noticed that if the weavers have good health and well-being, they will be able to work well. In addition, their homes were their places of work. So the government is making plans to improve the living conditions of weavers' houses. It took over 16 housing programs during the second five-year program and built 1,580 houses. In addition, the Central Government approved Rs. 30 lakh to use the other six housing plans for them. With this money, 728 houses were built in six of their houses during the second five-year program. The Government was aware of the contract of employment between professional weavers and their weavers. Coolie weavers were at the mercy of their employers and the fate of the unfortunate among them depended on the will and aspirations of professional weavers. The Government has therefore established 13 handicraft factories in various parts of the state to provide employment to 860 weavers and 340 auxiliary workers who have been laid off by professional weavers or the independent rope industry. These 13 handicraft factories cost the Government Rs. 8.19 lakh. Along with these activities, Government has taken the lead in developing the silk and the arts industry.<sup>21</sup>

However, half of the weavers have felt that the Government could do better if it accepts weavers who do not own cooperative hand lugs factories. The government welcomed their ideas and implemented a screening program to accommodate the 100 underperforming weavers in the existing textile industry. Another problem for handicrafts that the State Government took over was the provision of the required amount of yam to them. The crisis had also drawn the attention of the former Kamaraj government. The district government that had just preceded the Kamaraj government had ruled that weavers should have their own spinning machines to meet their own demands, so they decided to suspend spinning mills in the co-operative sector.<sup>22</sup>

### **South India Co-operative Spinning Mills**

The establishment of the Co-operative Spinning Mills at Pettai in Tirunelveli in 1958 by the Government of Kamaraj was an important step in the history of the handicraft industry in Tamilnadu. It was registered in 1952 with an official capital of Rs 45 lakh and 411 membership. Its budget was Rs. 32.06 p. The Government had originally planned to start production on the machine before June 1956. But it could only start producing yam on July 14, 1958. Although it had 16,000 spindles, it used only 8,000 at first. The total capacity of the 16,000-spindle mill operating two shifts per day was 750 threads per thread per month. Over the years, more and more iron was added to the spinning machine, and by the beginning of the third century, there were 50,080 spinners. However, spinning mills in the Tirunelveli region existed before the independence of the country. The first such mill was founded in Vickramasingapuram at Ambasamudram taluk in 1885 by an Englishman named Frank Grave. Co-operative Spinning Mills in Pettai made a profit until the early 1990s. But it has been accumulating losses since the mid-1990s as its equipment was not developed in parallel with independent mills in various parts of the state. Various factors, including political factors, have contributed to the failure of management to replace the old equipment with its latest system. Due to the accumulation of losses over the years, management has not been able to pay their employees since mid-1995 and non-payment led to a strike in 2003. they would pay the workers their wages. The South India Co-operative Spinning Mills was the first of three Kamaraj Governments to formulate and establish itself in the co-operative sector.<sup>23</sup>

A second such mill was established in Srivilliputhoor, which was a town in those days in the isolated region of Ramanathapuram. A third mill, called the Tiruchendur Co-operative Spinning Mills, was established in Nazareth, which was part of the Tirunelveli region. All three mills worked well and made huge profits during the Kamaraj government. Subsequent governments of the Kamaraj

Government had established 15 other mills in the co-operative sector during the 15 years since 1960 after recognizing the effectiveness of the first three mills. All these mills combined had 4.70 lakh spinning wheels and were able to ensure the uninterrupted supply of hank quality to cooperative weavers communities until the early 1990s. These mills went a long way in providing job opportunities for family members of weavers and others in rural areas.<sup>24</sup>

## Conclusion

The efficiency of the co-operative spinning mills began to decline in the mid-99s. The main causes of the disease were free economic policies, unfavorable market conditions, rising cotton prices, outdated machinery, over-production of threads, inadequate operating costs, new government textile policy, the impact of the World Trade Organization etc. These major factors affected their profitably. The policies that the Kamaraj Government has followed regarding the handicraft industry and the steps it has taken to improve the weaving of handicrafts have enriched benefits, despite the huge step taken by textile mills to be very high. quality fabric material at a reasonable price, they could not clear the handloom industry. The Bhaktavatsalam government that ruled Tamil Nadu until 1967 after Kamaraj resigned as prime minister also followed the policy of the Kamaraj government. When the Congress Government collapsed following the 1967 election, C.N.Nnadadurai formed the first Dravida MunnetraKazhagam government in the province. His party has repeatedly stated its intention to fight for handicrafts before the election. Members were especially careful to choose handloom dhotis and saris whenever they went to a fabric store. For these reasons, the old handloom industry is thriving even today. The final section of the study provides relevant information on the performance of Handloom industries in the province. The need to convert traditional Handlooms into power tools and modern techniques used in this field. Also the principles of co-operative programs are given in this paper.

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