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### An Economic Analysis on Changing Lives of Rural Women through Tailoring at Tirupattur Block

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#### Abstract

*The challenge for women living in rural India is more severe as compared to their urban counterparts. In rural societies, gender discrimination reduces economic opportunities for girls and young women. Deprivation, cultural norms force girls from poor families into early marriage and childbearing. The burdens of domestic tasks are added. Impoverishment compels several young women to hunt employment within the formal sector, wherever they notice themselves restricted to low-skilled jobs with negligible financial gain potential, long hours and unequal power relations that always cause exploitation. Opportunities for girls in rural areas are restricted, because of limited mobility and access to education. Empowering through entrepreneurship skills is the only solution for all the problems faced by male. The present study is descriptive in nature and primarily sources of data, it studies the concept of women empowerment through tailoring in Tirupattur block.*

**Keywords:** Tailoring, skilled job, financial gain, entrepreneurship, women

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### **Introduction:**

Tailoring is an unorganized industry; many people are involved in sewing. There are many types of processes involved in personal planning. In this sector, the participation of women is high. In particular, people living in rural areas are engaged in needlework. India's textile market is estimated at 27,000 Cr, growing 12% annually. Women make up nearly 50% of the world's population, but India has shown a disproportionately high rate of gender equality and a lower proportion of women than men. In terms of our country status, they are not treated like men everywhere. In Western societies, women have the same rights and status as men in the entire domain. But gender discrimination still exists in India. Inequality between women and men continues to hinder. Tailoring is the art of designing, fitting, fabricating, and finishing garments. The Tamil Nadu government has launched a free sewing machine scheme and the beneficiaries can create their own jobs. The income of the beneficiaries will improve and increase the participation of girls and widows in development of work opportunities. The main objective of this study is to provide rural women with income generating training in weaving and self-employment that supports them socially, economically independent.

### **Significance of the Study:**

Primarily around 80% of the market comprises mass tailors. Secondly there are growing numbers of organized apparel brands that are offering tailoring services in their fabric retail outlet this is of great

significance for a country like India, which has labour surplus economy and where labor force is increasing at a very rapid rate. The economically strengthening women who are half of the world's workforce is not only a means by which to spur economic growth, but also a matter of advancing women's human rights. When governments, businesses and communities invest in women, and when they work to eliminate inequalities, developing countries are less likely to be plagued by poverty. Tailoring is an important aspect of fashion designing course which emphasizes more on the style or cut of the garment and then sewn as per the fitting and body measurements.

### **Statement of Problem:**

The women tailors are facing a lot of problems regarding socio-economic status. Due to their status low financial status, they do not get equal treatment regarding social status. They are collecting raw material in many places and ways, after taking a long travel and the price of which is not fixed some time it is too high. There are no proper facilities to keep and store the raw material. The circumstance of women is directly connected with their money related position, which consequently depends upon open entryways for help in monetary activities. The money related status of women is as of now recognized as an indication of an overall population's extraordinary stage.

### **Review of Literature**

Manickavasagam (2018) has been identified a key factor in reducing poverty in developing countries around the world by giving women the rights and opportunities that men

have now. Women are treated lower in almost every aspect of life. They face more discrimination in developing countries than in developed countries. In this section, this article aims to study the power of women to make changes, especially in economic development, of rural women through income-generating activities. Anuprita pureh et al (2016) emphasized the women are considered an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. Women play a vital role in the socio – economic transformation of the country thus empowerment of women becomes necessary for the development of nation. The results indicated that the cutting and tailoring training is perceived as good and increased their knowledge about stitching activity.

Dwivedi (2015) stated job strain and health problems among tailors. Tailoring is a kind of occupation which comes under unorganized sector. The tailors are under pressure to keep up with the production demands. working long hours at night and overtime brings the job strain. Sumaira et.al (2013) highlighted the standard motivation behind this investigation, is to recognize the serious issues faced by ladies' business people in Pakistan and furthermore discover the effect of these issues on the working effectiveness of these ladies' business people. The investigation may help the public authority controllers in tending to the issues of ladies' business visionaries in Pakistan to make moves towards building up their exhibition and thus to raise destitution from Pakistan. The main investigation of its own sort in the

event of Pakistan which has arranged the issues faced by ladies' business visionaries in enterprising/business issues, social/individual issues and specialized issues.

#### **Objectives of the Study:**

- 1) To find out socio- economic condition of women tailors in Tirupattur.
- 2) To know about the income and expenditure pattern of women tailors in Tirupattur.

#### **Methodology of the Study**

This research is descriptive in nature. In this study both primary and secondary data are used. Primary data collected from the sample respondents by adopting personal interview method with the help of field survey. Well-structured questionnaire is used to gather information. Simple random sampling method has been used to identify the samples of this study. The size of the samples is 60.

#### **Results and Discussion:**

In this study 58.3% of the participants was senior citizens, all are above 60 years old, 61% of respondents have cleared middle school level only, 81.7% of the women are living as a nuclear family, 65% of the women were earning between Rs. 5,001/- and Rs. 10,000/- with this they survived in the village and maintain the family expenses too and monthly family income ranged between Rs.25,001 and Rs. 30,000/- . The rural women have the savings habit in post office and rural banks also in this context 96.7% of them are having savings pattern from the tailoring work. The women tailors met the family expenditure as well as the training expenditure about more than Rs. 10,000/- per month which constitute that 60% of the samples in the

study area. The investment made by the rural women on tailoring is 35% about Rs. 10,001 and Rs. 20,000/-. 35% of the rural women have invested amount between Rs. 10,001 and Rs. 20,000/- 61.7% of the women participants have got financial sources from the family and through Self Help Group for the development of the tailoring work in the rural area and 55% of the samples faced the several health issues like head ache, back pain, vision issues and so on.

#### **Suggestions:**

The government needs to take a necessary action to provide vocational training to rural women be designed for a period of three months for 50 women in order to create job opportunities. The training will be conducted both formal and informal. The practical works need to be carried out for the rural women empowerment. Several distinguished Non-Governmental Organizations / agencies and individuals will also be invited for giving lectures and talks to the tailoring women in Tirupattur Block. For the empowerment of rural women, the NGOs and SHG's can provide sewing machines /wooden tables and frames, some furniture, raw materials and so on.

#### **Conclusion:**

An economic analysis on changing lives of rural women through tailoring at Tirupattur Block. The results of the study show that the socio-economic status of the women tailor has increased considerable extent and by providing lot of support – financially, technically, psychologically. This study has proved to be profitable venture in terms of income generation. The

major problems faced by women tailor in running of the enterprise are marketing, lack of time and avoidance of household task.

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