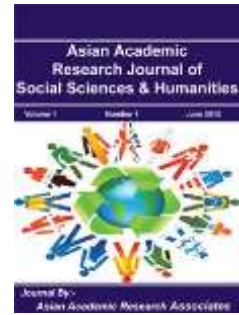




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**THE INTENSITY OF STRESS AMONG THE SILK WEAVERS
AT KACHIPURAM DISTRICT, TAMIL NADU, INDIA**

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ABSTRACT

The survey is carry out in the power loom and hand loom of silk weavers and establishing their intensity of stress among the silk weavers at Kanchipuram district. On the basis of their personal interest and their opinion the power loom and hand loom of silk weavers the questionnaire has been designed. As a result indicates that level of occupational stress and its upshots, and Psychological effects among the weavers through this study. As a observation from these survey the existing government facilities towards the sales of silk goods and also the co-operative societies has hand with the weavers to increase their capacity of sales through the marketing strategies as in a lot or bulk purchase at a appropriate time to satisfied the weavers with work moral.

Key words: Silk Weavers, Stress, Occupational Pressures, Stress Upshots.
