

Original Research Article

Constraints Faced by Loom Weavers Related to Production and Marketing of Weaved Products in Bhagalpur District of Bihar

ABSTRACT

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The cloth and loom were a long history since the emergence of human beings on the earth. The Hindu epics, the Mahabharata and the Ramayana, the Vedas, and the sacred books of Hindu mythologyspeak of the art of weaving. Loom work is proving a large-scale employment in rural and urban places and it is an ancient industry. Weaving is the traditional occupation in India as well as in the Bhagalpur district of Bihar. Even though weavers form an integral part of the Indian loom industry, there is not enough recognition of their contribution to the sector due to various production and marketing constraints. It leads to poor economic conditions which casts doubt on their social security and future aspirations. Bhagalpur district of Bihar state was selected for this study. 120 respondents were selected from 3 villages based on the population of weavers in villages. The present study was conducted in the years 2021-2022. The main constraints in production and marketing are revealed by respondents as scarcity of raw materials, insufficient weaving facility, COVID-19 lockdown, lack of cooperative support, high commission charges, less transportation etc.

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Keywords: Constraints; Loom; Weaving; Weavers.

1. INTRODUCTION

India's textiles sector is one of the oldest industries in the Indian economy, dating back to several centuries. The industry is extremely varied, with hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital-intensive sophisticated mills sector on the other end. The decentralized power looms and knitting sector forms the largest component in the textiles sector. The close linkage of the textiles industry to agriculture (for raw materials such as cotton, jute, and silk) and the ancient culture and traditions of the country in terms of textiles makes it unique in comparison to other industries in the country. India's textiles industry has a capacity to produce a wide variety of products suitable for different market segments, both within India and across the world.

It provides direct employment to ~~of~~ over 45 million people and a source of livelihood for over 100 million people indirectly, including a large number of women and the rural population. The sector has perfect alignment with the Government's key initiatives of Make in India, Skill India, Women Empowerment and Rural Youth Employment.

India's textiles industry contributed 7% to the industry output (by value) in 2018-19. The Indian textiles and apparel industry contributed 2% to the GDP, 12% to export earnings and held 5% of the global trade in textiles and apparel in 2018-19. The share of ~~the~~ India's textiles and apparel exports in mercantile shipments was 11% in 2019-20. ~~The textiles~~ Textiles industry has around 4.5 corer employed workers including 35.22 lakh handloom workers across the country. Cotton production is expected to reach 36.0 million bales and consumption is expected to reach 114 million bales in FY21-13% growth over the previous year. The domestic textiles and apparel market stood at an estimated US\$ 100 billion in FY19.

The production of raw cotton in India is estimated to have reached 35.4 million bales in FY20. During FY19, production of fibre in India stood at 1.44 million tonnes (MT) and reached 1.60 MT in FY20 (till January 2020), while ~~that~~ for yarn, the production stood at 4,762 million kgs during ~~the~~ same period. Exports of textiles (RMG of all textiles, cotton yarn/fabs. /Made-ups/handloom products, man-made yarn, handicrafts, handmade carpets, carpets and jute including floor coverings) stood at US\$ 29.45 billion, as of March 2021

loom work is proving a large-scale employment in rural and urban places and it is an ancient industry. Weaving is the traditional occupation in India as well as in ~~the~~ Bhagalpur district of Bihar. Weaving products are the common products used by ~~the~~ public.

2. RESEARCH METHODOLOGY

~~The multistage~~ Multistage sampling method is used as it is dividing ~~the~~ population into groups or clusters for conducting research for primary data collection. 10 village units were selected from ~~the~~ Nathnagar block of Bhagalpur district where weaving is ~~practised~~ ~~practiced~~ extensively and out of ~~this these~~ 30%, approximately villages units were randomly selected for ~~the~~ present study. In any case, 400-500 looms are said to be operative at any given time. So out of ~~the~~ total respondents, 25% will be selected randomly i.e. 120 respondents. Data has been collected with the help of ~~a~~ well-structured interview schedule related to constraints of production and marketing in weaving in that area. To interpret the results and to show the ranking among all constraints Garret ranking technique has been used.

2.1. TOOLS OF ANALYSIS

Henry ~~Garrett's~~ ~~Garrett~~ ranking technique has been used to rank the factors to identify the constraints faced by the respondents in the study area. In this method, the respondents were

asked to rank their opinion regarding the problems faced by them in marketing and production. The order of merit given by the respondents was converted into ranks by using the following formula.

$$\text{Percent position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where,

- R_{ij} = Rank given to the i^{th} attribute by the j^{th} individual
- N_j = Number of attributes ranked by the j^{th} individual
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The percentage position of each rank thus obtained is converted into scores by referring to the Table given by Henry Garrett. Then for each factor, the scores of individual respondents were added and divided by the total number of respondents for whom the scores were added. These mean scores for all the factors were arranged in order of ranks and from this inference were drawn.

Two separate tables have been made according to ranking for constraints in production and marketing.

2.2. OBJECTIVES

To identify different constraints faced by loom weavers in production and marketing in the study area.

3.RESULTS AND DISCUSSION

3.1 Constraints faced by weavers during production during weaving

It is implied from Table no.1 that of all the constraints faced by the weavers related to production, the main constraints in production in weaving, in which rank 1st is given to Scarcity of raw material with a mean score of 54.12, 2nd rank given to seasonal constraints with mean score 79.16, 3rd rank given COVID 19 related problems with garret mean score 49.43, 4th rank given to dying problem 47.73, 5th rank given to lack of technology 47.70, 6th rank given to social and personal problem with garret mean score 45.48, 7th rank given to Insufficient weaving facility and 8th rank given to High labour cost with score 34.99.

Table 1. Constraints faced by weavers during production during weaving in study area.

| SL.No. | Major constraints in production | MEAN SCORE | RANK |
|--------|---------------------------------|------------|------|
|--------|---------------------------------|------------|------|

| | faced by weavers | | |
|---|-------------------------------|-------|------|
| 1 | Lack of technology | 47.70 | V |
| 2 | COVID 19 lockdown | 49.43 | III |
| 3 | High labour cost | 34.99 | VIII |
| 4 | Dying problem | 47.73 | IV |
| 5 | Seasonal constraints | 49.16 | II |
| 6 | Insufficient weaving facility | 35.40 | VII |
| 7 | Scarcity of raw material | 54.12 | I |
| 8 | Social and personal problem | 45.48 | VI |

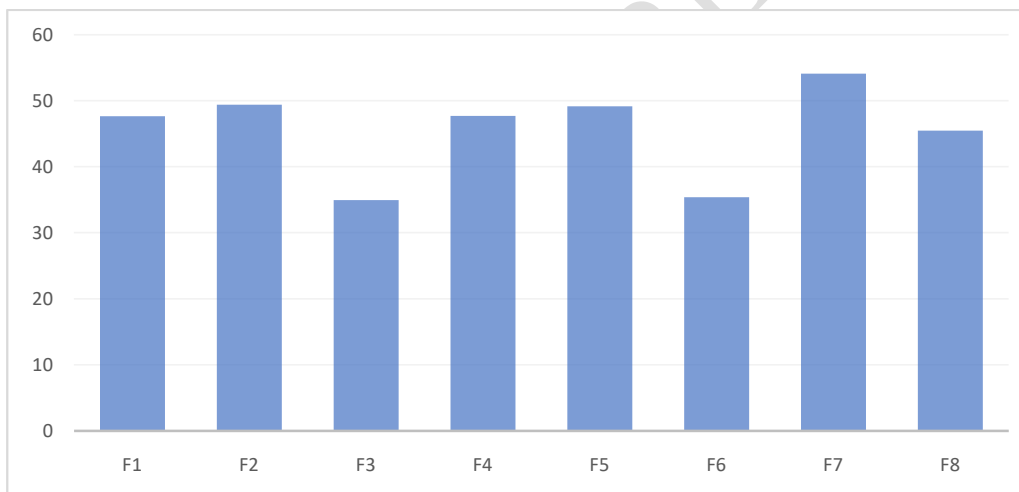


FIGURE 1. Constraints faced by weavers during production during weaving in study area. Group (F1, F2..... F8 -Constraints)

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3.2. Constraints faced by weavers during marketing of weaved products

The main constraint during the marketing of weaved products faced by respondents of Bhagalpur district was ere as described and ranked. The major~~Major~~ problem is given first rank i.e. Commission charges with garret mean score 52.17, 2nd rank is given to price fluctuation which is occurring on a frequent basis with garret score 49.05, 3rd rank is given to

the problem of quantity loss during transportation of weaved products which is very soft and delicate to handle with score 47.83,

^{the} 4th rank is given to narrow market network in which the whole marketing function is going on with 47.73score.5th rank is given to the lack of cooperative support which is very necessary for the marketing,6th rank is given to the problem of lack of storage facility for the weaved products produced,7th rank is given to the problem of less infrastructure in market,8th rank is given to high transportation cost for marketing of the product with score 40.61.

Table 2. Constraints faced by weavers during marketing of weaved products

| SL.No. | MAJOR PROBLEMS IN PRODUCTION FACED BY WEAVERS | MEAN SCORE | RANK |
|--------|---|------------|------|
| F1 | Lack of technology | 47.70 | V |
| F2 | COVID 19 lockdown | 49.43 | III |
| F3 | High labour cost | 34.99 | VIII |
| F4 | Dying problem | 47.73 | IV |
| F5 | Seasonal constraints | 49.16 | II |
| F6 | Insufficient weaving facility | 35.40 | VII |
| F7 | Scarcity of raw material | 54.12 | I |
| F8 | Social and personal problem | 45.48 | VI |

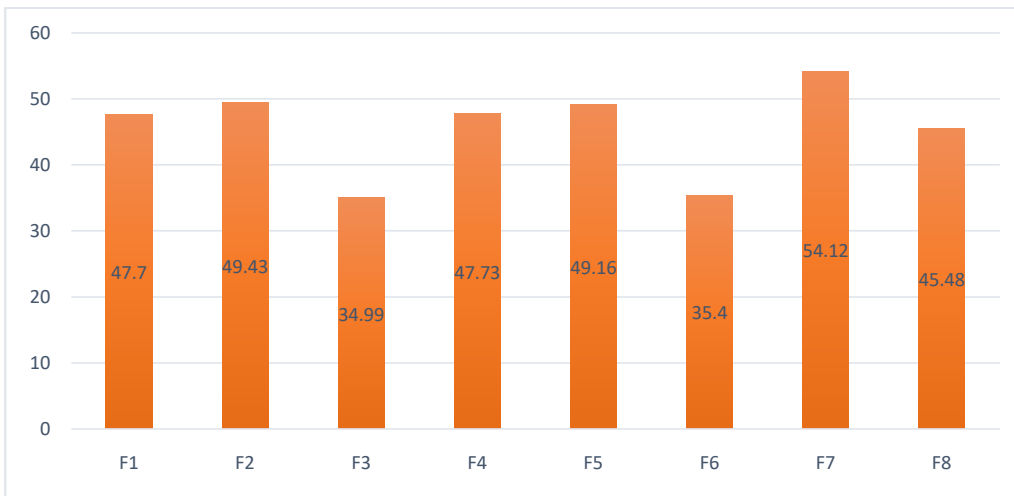


Figure 2. Constraints faced by weavers during marketing of weaved products

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Group (F1, F2.....F8 -Constraints)

4. Conclusion

The finding of the ~~Finding of~~ present study reveals that major constraints in the production and marketing of weaved products are like poor technology, COVID 19 lockdown, dying issues, scarcity of raw material even present but at very high cost and poor quality, some seasonal constraints also there like flood affecting weaving activity of Bhagalpur district every year in an adverse way. The market infrastructure is present only in the name but not actually serving the need of weaver. The frequent price fluctuation also affects affecting the study area weavers enforcing them to take loan forms at a very high rate. It not only affecting them financially but also psychologically. Through this livelihood and income generation pattern study it was seen that many weaver's next generations are not able to get education and job opportunities opportunity properly. Many of them did not have any weaver's identity cards which can help them in their time of training. This affects the technology upgradation and product enhancement of weavers. Thus, in market they are unable to get a reasonable price in the market.

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