

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

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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 mythology speak 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.

### ABSTRACT

**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 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. (Source: Annual Report 2019-20 - Ministry of Textiles). The share of India's textiles and apparel exports in mercantile shipments was 11% in 2019-20. (Source: Annual Report 2019-20 - Ministry of Textiles).

The textiles industry has around 4.5 corer employed workers including 35.22 lakh handloom workers across the country. (Source: Indian Textiles and Apparel Industry Analysis Apr 2022 - IBEF). 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. (Source: Indian Textiles and Apparel Industry Analysis Apr 2022 - IBEF).

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. (Source: Indian Textiles and Apparel Industry Analysis Apr 2022 - IBEF). 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 sampling method was 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 extensively and out of this 30% villages units were randomly selected for present the study. 400-500 looms were operative during this study area. So out of total the respondents 25% selected randomly i.e. 120 respondents. Data was collected with the help of a well-structured interview. To

interpret the results and to show the ranking among all constraints Garret ranking technique was used.

## 2.1. TOOLS OF ANALYSIS

Henry Garrett's 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 of weaved products. The order of merit given by the respondents was converted into ranks by using the following formula.

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

Where,

- $R_{ij}$  = Rank given to the  $i^{\text{th}}$  attribute by the  $j^{\text{th}}$  individual
- $N_j$  = Number of attributes ranked by the  $j^{\text{th}}$  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 of weaved products.

## 2.2. OBJECTIVES

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

## 3.RESULTS AND DISCUSSION

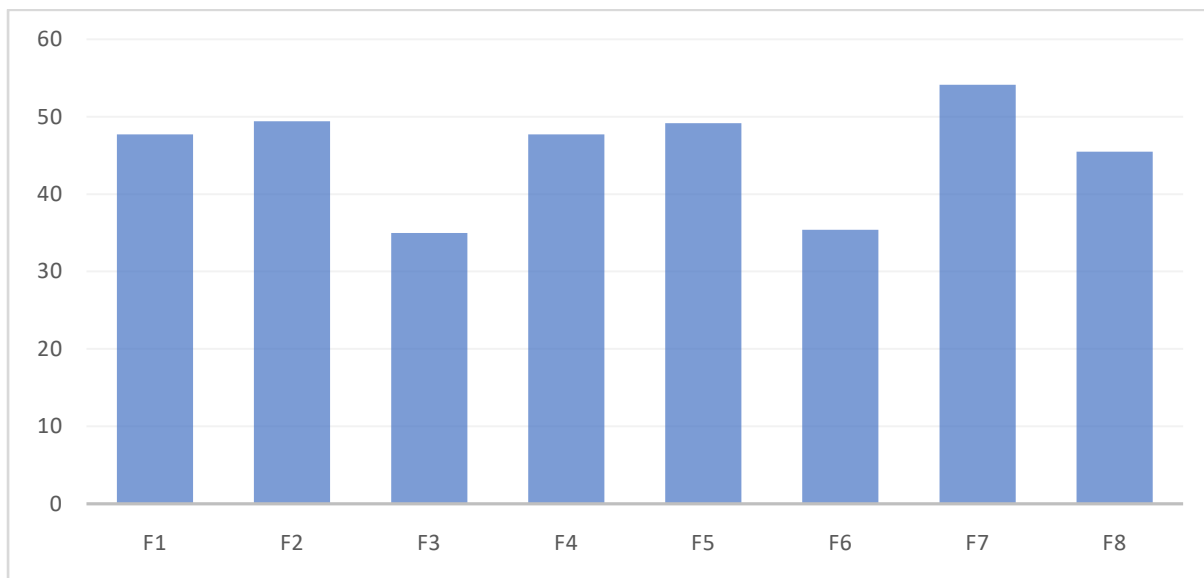
### 3.1 Constraints faced by weavers during production of weaved products

It is implied from Table1 that of all the constraints faced by the weavers related to production, the main constraints in production in weaving, in which rank 1<sup>st</sup> is given to Scarcity of raw material with a mean score of 54.12, 2<sup>nd</sup> rank given to seasonal constraints with mean score 79.16, 3<sup>rd</sup> rank given COVID 19 related problems with garret mean score 49.43, 4<sup>th</sup> rank given to dying problem 47.73, 5<sup>th</sup> rank given to lack of technology 47.70, 6<sup>th</sup>

rank given to social and personal problem with garret mean score 45.48,7<sup>th</sup> rank given to Insufficient weaving facility and 8<sup>th</sup> rank given to High labour cost with score 34.99.

**Table 1. Constraints faced by weavers during production of weaved products**

SL.No.	Major constraints in production faced by weavers	MEAN SCORE	RANK
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



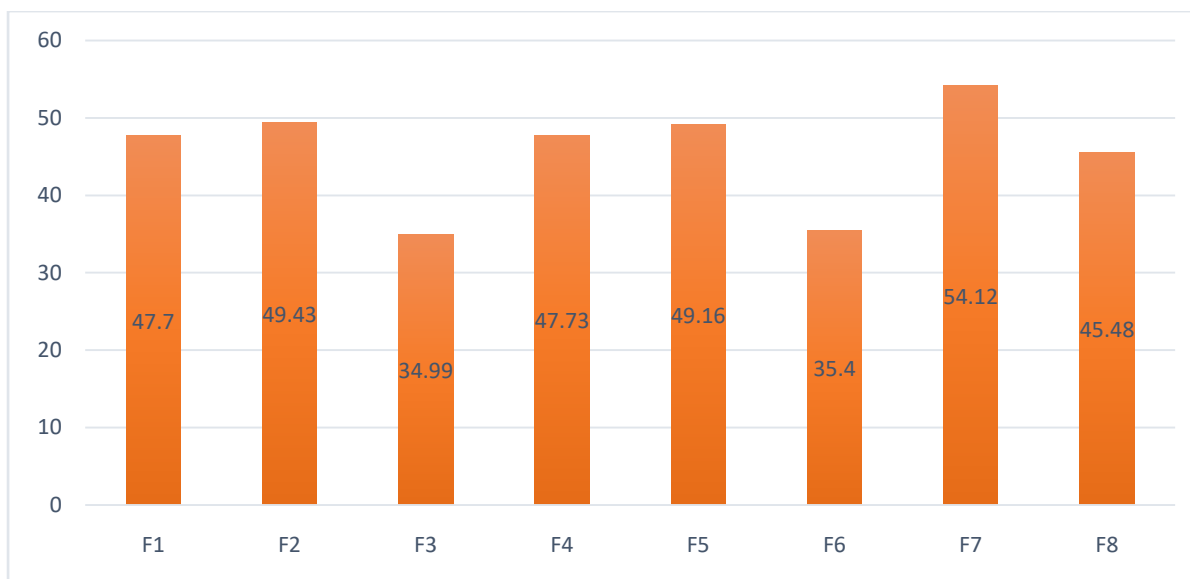
**FIGURE 1. Constraints faced by weavers during production of weaved products. Group (F1, F2..... F8 -Constraints)**

### 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 as described and ranked. The 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 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, 4<sup>th</sup> rank is given to narrow market network in which the whole marketing function is going on with 47.73 score. 5<sup>th</sup> rank is given to the lack of cooperative support which is very necessary for the marketing, 6<sup>th</sup> rank is given to the problem of lack of storage facility for the weaved products produced, 7<sup>th</sup> rank is given to the problem of less infrastructure in market, 8<sup>th</sup> 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**

<b>SL.No.</b>	<b>MAJOR PROBLEMS IN PRODUCTION FACED BY WEAVERS</b>	<b>MEAN SCORE</b>	<b>RANK</b>
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**

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

#### **4.Conclusion**

The finding of the present study reveals that major constraints in the production and marketing of weaved products are poor technology, COVID 19 lockdown, dying issues, scarcity of raw material. Raw materials were very high cost and poor quality in production, some seasonal constraints are 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 the study area weavers enforcing them to take loan from 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 generation are not able to get education and job opportunities properly. Many of them did not have any weaver's identity card which can help them in their time of training. This affects the technology upgradation and product enhancement of weavers. Thus, in they are unable to get reasonable price in the market.

#### **COMPETING INTREST**

Authors have declared that no competing interest exist.

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