

Production Problems of Weavers in Jammu and Kashmir: A Case Study of District Anantnag

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Abstract: Textiles and clothing industry in India is one of the mainstays in the Indian economy. This industry contributes nearly 13.25 per cent of country's exports and also the largest contributing sectors of India's exports. The textiles industry is making significant contribution to its domestic as well as foreign exchange earnings. This industry is based on labour intensive and is one of the largest employment generators and has also realized export earnings worth of \$ 41.57 billion in the year 2013-14. The textile industry has categorized into two segments, namely, unorganized sector like, handloom, handicrafts, sericulture and power loom and in organized sector like, spinning garmenting and apparel. Under the leadership of the Prime Minister, Mr. Narendra Modi, the new Government has taken many important initiatives for the growth and development of the textiles sector, the Prime Minister has stressed on broad economic vision, based on increasing production and productivity, foreign exchange, export and generating employment, giving special to generation employment opportunities for educated as well as uneducated youth, skill, scale and speed, inclusive and participative growth, make in India and zero deficit- zero effect on environment.

Keywords: textile, export and employment

Introduction: Since independence, the Government of India has promoting and encouraging the handloom weaving sector through a number of policies programmes and schemes. Due to various policy initiatives, programme and scheme interventions like assertive marketing initiative, cluster approach and social welfare measures, the handloom weaving sector has shown positive growth, employment generator and the income level of weavers has improved. The development of this sector is helpful for the equitable distribution of wealth and wider distribution of economic activity. The two factors in its favor is low level of cost establishment and short duration of time period. Handloom weaving industry is not only meets clothing needs of common people, but also gives the process of Indian art and culture, social heritage and

craftsmanship. India's textile industry occupies a significant place of the national economy. It accounts 5 per cent of the country, s GDP and also contributes 15 per cent of the total Industrial production, contributes to nearly 16 percent of the total exports and is the largest employment provider after agriculture sector. The Handloom weaving industry plays a very significant role in the Indian economy. Handloom weaving industry is mostly based on labour intensive and is one of the largest economic activities providing direct employments to over 65 lakhs persons engaged in weaving and allied activities. As a result of impressive and effective Government intervention through financial assistance and implementation of various developmental and welfare schemes and policies, this sector has capability to highly compete with power loom and mill sectors. In India handloom weaving sector contributes nearly 19 per cent of the total cloth production; it exports in different countries and adds substantially to export earnings and also generates countries revenue. Handloom sector is unique in its flexibility and adoptability, permitting experimentation and improving innovations. The quality and strength of handloom lies in the introducing attractive and innovative designs, which cannot be replicated by the Power loom sector. Thus, Handloom weaving sector is a part of the glorious heritage of India and illustrates the richness and diversity of our country and the artistry of the weavers. One of the main pillars of the national economy is the handicraft and handloom industry. Handloom weaving industry has enormous export potential to neighboring countries. Indian handlooms enable us to obtain essential foreign exchange for our nation and also provide jobs for significant sections of the population. Therefore, the weaver of handlooms has both micro and macro significance. Weavers of handlooms are highly catalytic in the growth of both local and national levels.

Research Methodology:

Research Methodology is a blue print of the Study led, which incorporates ventures of information gathering, test choice, kind of survey, procedure of information lastly elucidation of the information. Research methodology is a tool to find the solutions to a certain problem by following certain procedures. In the present study the researcher has collected data from 150 respondents in the sample district. The sample district was divided into four clusters and from each cluster two villages were selected randomly

Objectives of the study:

1. To study the production problems of weavers in district Anantnag.
2. To study the role of weavers in Jammu and Kashmir.

Production Problems

Weaving constitutes a significant source of rural livelihood. The semi-urban and urban communities. The weaving industry, despite its labour-absorbing existence, is in doldrums for numerous reasons. Handloom weaving has to survive as a viable economic activity on which production will rely. Proper weaving production is very important to sustain the weaver households generating income. Actually, the main production problems keep the handloom weavers in down-trodden and suffering-ridden conditions for a relatively long time. There are so many hurdles to smooth production system in this sector.

- Shortage of raw material
- Scarcity of skilled labour
- Lack of technical assistance
- Political turmoil
- Lack of technical development
- Design improvement
- Technology and mechanization

The researcher's primary data examines many of the obstacles in the production of handloom products, the main problems found in field observations.

Production Problems faced by Weavers in District Anantnag

In order to find out the production problems faced by Weavers in district Anantnag Henry Garret's ranking technique is used to analyze the production problems faced by the respondents of district Anantnag. The respondents have been asked to allocate the rank for all the challenges and problems and the result of such rankings have been transferred into score value with the help of following formula

100(Rij-0.5)/NJ	Calculated value	Garret value
100(1-0.5)/7	7.14	78
100(2-0.5)/7	21.42	66
100(3-0.5)/7	35.71	57
100(4-0.5)/7	50	50
100(5-0.5)/7	64.28	43
100(6-0.5)/7	78.57	35
100(7-0.5)/7	92.85	22

Table 1.1 Present positions and Garret value (Production Problem).

Table 1.2 Ranking given by respondents on production problems in district Anantnag

Productions problems	Ranks given by respondents							No.of respondents
	1st	2nd	3nd	4th	5th	6th	7th	
Shortage of raw material	40	25	22	23	15	10	15	150
Scarcity of skilled labour	26	22	18	30	16	21	17	150
Lack of technical assistance	32	19	24	25	17	15	18	150
Political turmoil	28	15	21	15	27	20	24	150
Lack of technical development	22	16	26	19	28	14	25	150
Design improvement	13	16	14	15	26	27	39	150
Technology and mechanization	17	20	22	23	19	30	19	150

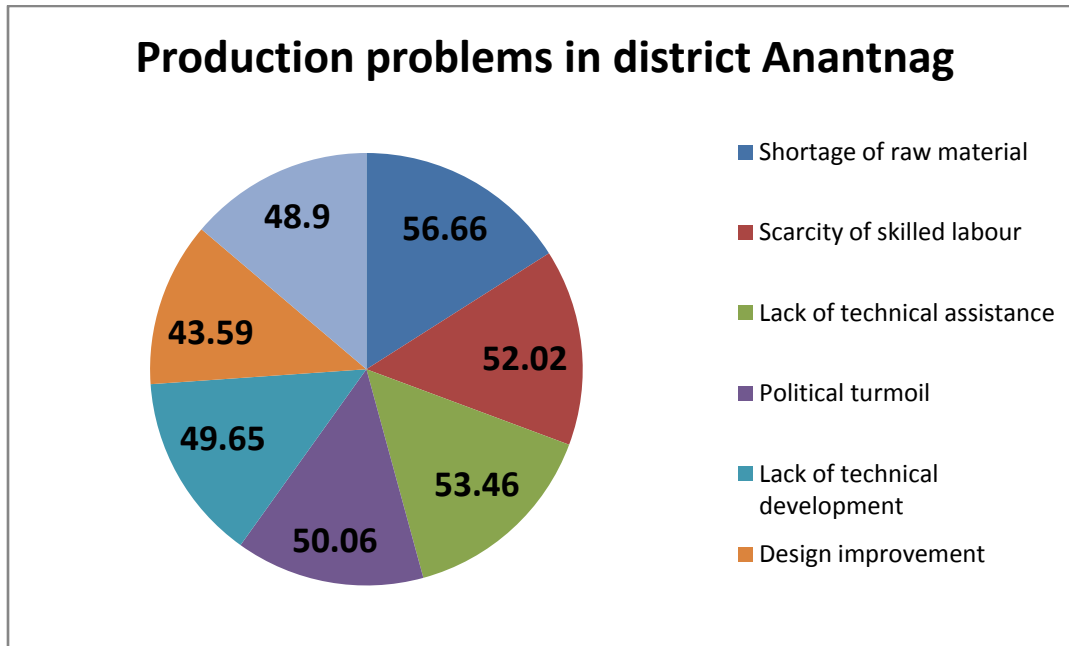
Source: primary survey

Table 1.3 calculation of Garret value and ranking of district Anantnag

(Production problems)

Production problems	Ist	2nd	3rd	4th	5th	6th	7th	Total score in Anantnag	Total No. of respondents	Mean score/ Average score	Rank
Shortage of raw material	2130	1650	1254	1150	645	350	330	8499	150	56.66	1
Scarcity of skilled labour	2028	1452	1026	1500	688	735	374	7803	150	52.02	3
Lack of technical assistance	2496	1254	1368	1250	731	525	396	8020	150	53.46	2
Political turmoil	2184	990	1197	750	1161	700	528	7510	150	50.06	4
Lack of technical development	1716	1056	1482	950	1204	490	550	7448	150	49.65	5
Design improvement	1014	1056	798	750	1118	945	858	6539	150	43.59	7
Technology and mechanization	1326	1320	1254	1150	817	1050	418	7335	150	48.9	6

Fig 1.1. Production problems in district Anantnag



In the above table 1.1 with the help of Garret ranking technique it shows that shortage of raw material with average score of 56.66, lack of technical assistance with average score 53.46 are the major production problems faced by the weavers in district Anantnag of Jammu and Kashmir. The analysis table also shows that design improvement with average score of 43.59 is the least production problem faced by the weavers in district Anantnag.

Suggestions:

1. The state as well as center Government should provide economic incentives to the weavers to encourage them to produce more and more weaving production.
2. The most critical problem faced by weaving sector is frequent power cuts. In order to boost this sector government should provide round the clock power supply to the weavers, today modern based technologies and machinery are mostly depend on electricity.
3. The district industries center should be established at each district to provide under one roof all the services and support required by small and village entrepreneurs.
4. The government should reduce the rates of GST of handloom weaving sector so that the growth of this sector could pick up otherwise high GST rates are hampered growth of this sector.

5. Cheap and easy finance is not available to these weaving industries. The financing system of government institutions and banks is such that these industries have to complete many facilities. Government should make finance easy for weavers.
6. Government should open village level training and education centers in order to help the weavers how to design, color, maintain and operate new machinery.

Conclusion

Handloom weaving plays an important role in both the State and the nation's development cycle. Due to the traditional craft skills of the weavers, this sector has declared remarkable that continue to meet local needs and demands.

The production and marketing problems in sample districts which hinder the development of weaving, lack of awareness about market information, low quality of goods, strikes and agitation, high cost of transportation, unregulated market, market for products and intermediaries individuals are some of the marketing problems of weavers in Anantnag. Shortage of raw material, scarcity of skilled labour, lack of technical assistance, political turmoil, scarcity of yarn, lack of technical development and design improvement are some of the production problems faced by the weavers of Anantnag. Shortage of raw material is the most serious production problem faced by the weavers in Anantnag.

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