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## Marketing pattern of Power loom shawl weaving units in Ludhiana

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### Abstract

In India shawls are woven in variety of fibres and designs. Every state has its own specialty and uniqueness of motifs. Punjab produces a good variety of plain and fancy shawls and Ludhiana has maximum number of units. Thus the present investigation was carried out in Ludhiana city. An interview schedule was formulated to collect the required information from the power loom shawl weaving units regarding the infrastructure of the units. Data were collected with the help of pre structured interview schedule from 60 randomly selected power loom shawl weaving units. The results of the study revealed that majority of respondents, i.e. 80.00 percent of the units were selling their products in the local market, 51.67 percent units were selling their products within the country and only 16.67 percent units were selling their products outside the country. Twenty five percent units had minimum annual sale up to ` 50 lakhs. About 47 percent respondents calculated the cost of shawls on the basis of raw material consumed which came out between 60 to 80 percent whereas 50.00 percent calculated the cost of on the basis of labour consumed which came out between 16 to 18 percent, 43.33 percent calculated the cost of shawls on the basis of miscellaneous expenses which came out between 10 to 15 percent. Majority of respondents faced the problem of shortage of skilled labour (weighted mean score 2.83), high price of raw material (weighted mean score 3.68), low profit margins (weighted mean score 6.50), lack of proper infrastructure (weighted mean score 4.50), lack of power supply (weighted mean score 1.83) and maintenance problem of looms (weighted mean score 1.16).

**Keywords:** Marketing, Power loom, Cost, Profit, Problems

### Introduction

Shawl is a rectangular piece of cloth worn generally by women over the shoulders or head and by men on shoulders. Shawls are also available in square, oblong or triangular shapes. Shawl has been used as an decorative article by the rich for the purpose of style and novelty whereas for common people it is used as a protective covering. The quality and fineness of a shawl is always accepted as a status symbol in society. Earlier shawls were mainly prepared from the goat, sheep, rabbit and camel hair. There are hundreds of varieties of wool all over the world but these days shawls are produced in synthetic cotton, silk and blends (Encyclopedia, Britannia, 1973) <sup>[1]</sup>. Every turn of the century, increased the preference and demand for shawls. With the development of technology, a revolutionary change came in the manufacturing process of shawls. Present day, shawls like Jamawars take their birth in spinning and dyeing mills and further grow up in the hands of power looms and jacquards in the weaving mills and later on pass through various finishing processes to shape them into the form with gorgeous looks and deftness of touch (Mehta 1970). Punjab produces a good variety of plain and fancy shawls and Ludhiana has maximum number of units though Amritsar has few units too. Earlier shawls were made on handlooms but now a day's competition from the organised power loom sector has risen because of demand of higher productivity and product quality of the latter. The power loom sector, therefore, needs immediate appraisal to face the competitive global market in the form of organised sector of the textile industry (Chawla 1984) <sup>[2]</sup>.

### Research Methods

The present study was conducted on sixty power loom shawl units in Ludhiana city. An interview schedule was formulated to collect the required information from the power loom Shawl weaving units regarding the infrastructure of the units. Data were collected with the

Help of an interview schedule from 60 randomly selected power loom shawl weaving units. The data were collected personally by administering the schedule to the owners/mangers of the power loom weaving units. Data collected through the interview were tabulated in the desired form. The desired data was then grouped into tables and analyzed using statistical tools like frequency, mean, percentage etc. Coefficient of correlation was also calculated to find out the relationship of price of shawls and annual production of the units.

**Research Findings and Discussion**

The results obtained from the present investigation as well as relevant discussion have been summarized below:

**Table 1:** Distribution of units according to composition of cost on manufacturing n=60

Composition of cost (%)	f	%
<b>Raw material</b>		
40-60	12	20.00
60-80	28	46.67
80-90	20	26.67
<b>Labour</b>		
14-16	13	21.67
16-18	30	50.00
18-20	17	28.33
<b>Miscellaneous</b>		
5-10	13	21.67
10-15	26	43.33
15-20	21	35.00

Majority of the respondents, i.e. 46.67 percent calculated the cost shawls on the basis of raw material consumed which came out between 60 to 80 percent, whereas only 20.00 percent calculated the cost of raw material consumed which came out between 40 to 60 percent, 50.00 percent calculated the cost of shawls on the basis of labour consumed which came out between 16 to 18 percent, whereas only 21.67 percent calculated the cost of shawls on the basis of labour consumed which came out between 14 to 16 percent. The table also revealed the miscellaneous expenses (sampling, finishing, packing, electricity, transportation) that in maximum percentage of the units, i.e. 43.33 percent calculated the cost of shawls on the basis of miscellaneous expenses which came out between 10 to 15 percent, whereas only 21.67 percent calculated the cost of shawls on the basis of miscellaneous expenses which came out between 5 to 10 percent.

**Table 2:** Distribution of units according to profit percentage on shawls n=60

Profit percentage per shawls	f	%
5-10	12	20.00
10-15	27	45.00
15-20	15	25.00
20-25	6	10.00

It is seen from Table 2 that majority of the units, i.e. 45.00 percent included 10-15 percent profit percentage, 25.00 percent included 15-20 percent profit percentage, whereas only 10.00 percent included 20-25 percent profit percentage, whereas only

10.00 percent respondents included 20-25 percent profit percentage on shawls.

**Table 3:** Distribution of units according to price of shawls n=60

Price of shawls (₹)	f	%
<b>Plain shawls</b>		
200-500	8	13.33
500-800	10	16.67
800-1100	20	33.33
1100-1400	12	20.00
Above 1400	10	16.67
<b>Embroidered shawls</b>		
Up to 600	5	8.33
600-900	-	-
900-1200	8	13.33
1200-1500	10	16.67
Above 1500	5	8.33
<b>Jamawar shawls</b>		
Up to 1000	5	8.33
1000-2000	11	18.33
2000-3000	13	21.67
Above 3000	3	5.00
<b>Dobby shawls</b>		
up to 500	3	5.00
500-1000	7	11.67
Above 1000	5	8.33
<b>Printed shawls</b>		
Up to 1000	2	3.33
1000-2000	3	5.00
Above 2000	1	1.67

\*multiple response

All the respondents informed that the price of shawls depended upon the size, type of the raw material used and design woven on the shawls. It was reported that price of plain shawls ranged between ` 200 to 1400 and above followed by machine embroidered shawls which ranged between `up to 600 to 1500 and above. The price of doobby shawls ranged between ` 500 to 1000 and above and the price of jamawar shawls ranged between ` 1000 to 3000 and above whereas price of printed shawls ranged between `1000 to 2000 and above (Table 3).

**Table 4:** Correlation between annual production and price of shawls n=60

S.no	Types of shawls	r-value
1	Plain shawl	1.20*
2	Embroidered shawl	0.98*
3	Jamawar shawl	0.83*
4	Dobby shawl	0.74*
5	Printed shawl	1.12*

\* Significant 5 percent level

The data in Table 4 revealed that there is significant correlation between annual production and price of all type of shawls (Plain, embroidered, jamawar, doobby, printed) i.e. as annual production of all type of shawls increases the price also increases.

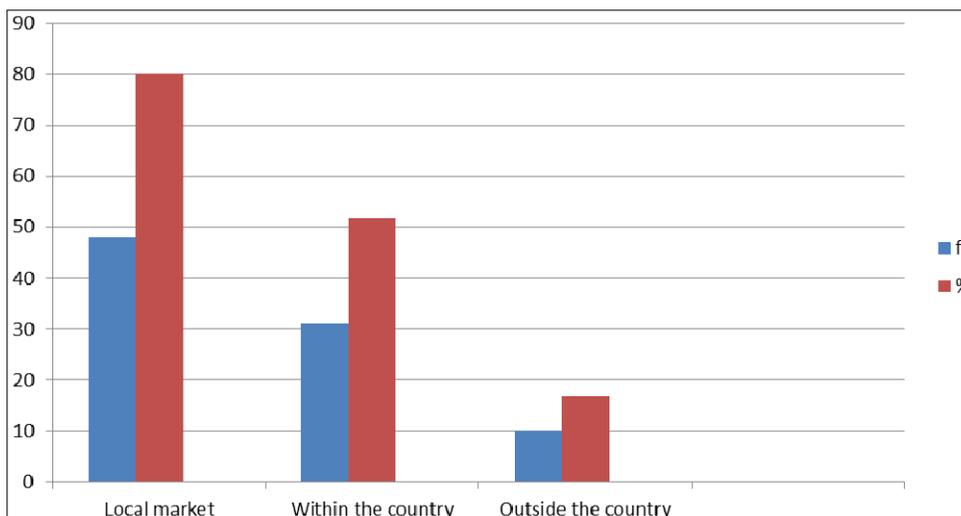


Fig 1: Distribution of units according to place of marketing of shawls

It is seen from fig.1 that 80.00 percent of the units were selling their products in the local market followed by 51.67 percent units were selling their products within the country and only 16.67 percent units were selling their products outside the country.

Table 5: Distribution of units according to their annual sales n=60

Annual sales (₹)	F	%
Up to 50 lakhs	15	25.00
50 lakhs - 75 lakhs	12	20.00
75 lakhs - 01 Crore	9	15.00
01Crore - 1.5 Crore	12	20.00
1.5 Crore - 02 Crores	6	10.00
02 Crores - 2.5 Crores	6	10.00

Table 5 shows that 25.00 percent units had annual sale up to ₹50 lakhs followed by 20.00 percent units had annual sale between ₹50 lakhs to 75 lakhs and ₹01 crore to 1.5 crore and only 15.00 percent units had annual sale of ₹75 lakhs to 01 crore and 10.00 percent units had annual sale between ₹1.5

crore to 02 crores and 02 crores to 2.5 crores. About 82 percent units had plan for expansion in the future and only 18.33 percent of units were not interested for expansion because of financial problems.

Table 6: Factors for choosing type of future plan for expansion n=60

Type of future plan for expansion	Mean scores	Ranks
Increase the number of looms	3.68	I
Increase the number of factory outlets	1.26	IV
Increase the number of weavers	2.93	III
Expansion of export	3.41	II

\*multiple responses

The most preferred factor regarding type of future plan for expansion was to increase the number of looms (weighted mean score 3.68), expansion of export (weighted mean score 3.41), increase the number of weavers (weighted mean score 2.93) and increase the number of factory outlets (weighted mean score 1.26).

Table 7: Distribution of units according to the type of problems faced by respondents n=60

Type of problems	Mean scores	Ranks
<b>Problem related to labour</b>		
Shortage of labour	1.67	III
Shortage of skilled labour	2.83	I
Indisciplined labour	2.33	II
<b>Problem related to raw material</b>		
High price	3.68	I
Inferior quality	2.83	III
Inadequate raw material of right count	2.00	IV
Variation in quality of raw material	3.41	II
<b>Financial problems</b>		
High taxes	4.91	IV
Low profit	6.50	I
Delayed payments	5.25	III
Price fluctuations	5.91	II
Non availability of low cost modern machinery	3.33	VI
Rules and regulations regarding import of machinery	2.50	VII
Lack of proper infrastructure	4.50	V
<b>Production problems</b>		
Maintenance problem of looms	1.16	II
Lack of power supply	1.83	I

\*multiple response

Data in Table 7 shows various problems faced by the units. Majority of respondents faced the problem of shortage of skilled labour (weighted mean score 2.83) followed by indisciplined labour (weighted mean score 2.33) and shortage of labour (weighted mean score 1.67). Further it was found that the units faced the problem of high price of raw material (weighted mean score 3.68), variation in quality of raw material, (weighted mean score 3.41), inferior quality (weighted mean score 2.83) and inadequate raw material of right count (weighted mean score 2.00). Garg (1998) <sup>[3]</sup> in a study also found that the major problems of the handloom industry were procurement of raw material at reasonable rate (72%).

The problem of low profit was faced by majority (weighted mean score 6.50), price fluctuation (weighted mean score 5.91), delayed payments (weighted mean score 5.25), high taxes (weighted mean score 1.83), lack of proper infrastructure (weighted mean score 4.50), non-availability of low cost modern machinery (weighted mean score 3.33) and rules and regulations regarding import of machinery (weighted mean score 2.50) and other problems were lack of power supply (weighted mean score 1.83) and maintenance problem of looms (weighted mean score 1.16). Ratinasapathy (2007) <sup>[5]</sup> in his article strongly opined that the frequent power cuts have affected the production of grey cloth in thousands of powerlooms units in Somanur, Mangalam, Avinashi and palladam areas.

### Conclusion

From the results of the study it was found that majority of units were selling their products in the local market, other cities within the country and were exporting to other countries as well. Minimum annual sale of the units was up to ` 50 lakhs. Most of the units had plan for expansion in the future. From the results of the study it is concluded that Ludhiana shawl industry is producing shawls in variety of fibres and designs Keeping in view the sale and profit margins of shawl weaving industry its overall performance is very impressive. Shawls are being exported to other countries also and manufacturers have plan for future expansion in the form of increasing looms. Thus the future of power loom shawl industry of Ludhiana is expected to be very profitable with the modernization of shawl industry.

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