

RESEARCH ON SILK INDUSTRY

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Abstract: The Raipur saree holds a special position among the wide range of silk sarees available in India. Raipur sarees are available all around the world. “The production of these silk sarees is centered in Raipur. The town Raipur is fine known as ‘Silk Town’ because roundabout of its population is reliant upon the silk industry”. In the order 25,000 Hand loom and 250 power loom are there in Raipur silk loom, filled within town. More than 60,000 people are depending on this silk industry in Raipur. In spite of having a great history in the Silk industry Raipur still is not a bright name in silk production and export. Although the agro-climatic situation in Raipur greatly favors the development of silk industry, Raipur produces high amount of silk products every year, whereas India, situated beside Bangladesh, is the second largest producer of sericulture. To investigate the reason behind this, a questionnaire survey has been undertaken in which only the owners and workers have been considered as representatives of the industry. A total of 250 silk industry people were randomly sampled. Data analyses show that almost 57% of the silk enterprises have less than 40 decimal of land while only 19% have more than 100 decimal of land. These enterprises provided very limited facilities for their workers and mostly depended on imported raw materials. Owners pointed out several constraints to the development of silk industry in Raipur including insufficient government patronization and recommended several remedial measures including that the Raipur Silk gives out production credit without too much conditions, adoption of modern technology, and information dissemination. Collect data all relating to their personal life and what are the health problems etc.

Keywords: Silk Factory, Raipur.

Introduction:

India is the second largest producer of raw silk after China and the biggest consumer of raw silk and silk fabrics. Sericulture industry provides employment to approximately 7.56 million persons in rural and semi urban areas in India. India

has the unique distinction of being the only country producing all the five known commercial silks, namely, Mulberry, tropical Tasar, Oak Tasar, Eri and Muga, of which Muga with its golden yellow glitter is unique and prerogative of India

Literature Review:

Kalyani, A., & Acharyulu, G. V. R. K. (2015) “Clothing is one of the basic needs of human beings and first produced by using handlooms. After industrial revolution power, loom and mill sector came into existence due to which the production of handloom fabric went down. Handloom sector is the second largest employer after Agriculture and provides direct and indirect employment to more than 43, 00,000 weavers and allied

workers in India. The study aimed to examine the influence of demographic variables like gender, age, educational qualification, occupation and annual income on customer satisfaction towards handloom products. Overall, the study concluded that product, retailer, gender, income and occupation of the customers’ needs to be accounted while designing marketing strategy for APCO. The study has following limitations. Firstly, the study

was conducted using cross-sectional and case study (APCO, Secunderabad) where single firm was chosen to study the customer satisfaction. Therefore, generalizability of the findings would be limited but in general these findings would be applicable to other similar countries like India or those developing countries which faces similar problem”.

Trivedy, K., Sangappa, S., Kumar, S. N., & Bindroo, B. B. (2016) “Green” dye-fed colored silk was produced and made into fabric that is now available in the Indian market. “As the color is already present in the fiber, the problems of additional manufacturing costs, chemical use, and disposal of dye waste associated with conventional dyeing processes are minimized. Dye-fed colored silks have other benefits over conventionally dyed silks as well. Dye-fed colored silk has been produced successfully with regular sericulture farming methods. The result of these extensive accelerated studies and selection program has been to get the dye-fed colored fiber to quality standards. Initial research studies determined that dye-fed colored silks have both unique and desirable qualities beneficial to the consumer and the environment. Silk fabrics made from this silk compared favorably with white silk fabric in abrasion resistance.

Patra, S., & Dey, S. K. (2015). “In the present time scenario unemployment is a very vital problem in a developing country like in India. In this aspect up to some extent the handloom products of the handloom industry solve this above-mentioned problem. Handloom industry comes under the small-scale industry. Handloom industry is a rural based and labour intensive industry. So, to make rural people economically independent, rural industrialization is a vital necessity through handloom industry. There are various handloom products are produced in Odisha by the handloom weavers. The present study attempts to analyses the profitability of handloom products in

Odisha. Various statistical tools like mean, standard deviation and chi-square test have been used to analysis the profitability of selected handloom products of Odisha”.

DAS, S. (2015) “Dhanekhali Handloom Industry of West Bengal has a prominent place in the handloom map of rural India. The place has lent named as the cotton weaved tant sari it produces. But recently due to some various reasons, it is losing its importance. This study is aimed to address the reasons by investigating the socio-economic conditions and problems of the weavers and analyzed the overall nature, production method and structure of the regional weaving co-operative society. It is found that industry is dominated by the male workers with very low educational profile. Income is paltry and in an irregular way, waxing and waning with the number of product output. This poor financial condition of the weavers finds its mark on the gloomy condition of the whole industry. The situation is far more bothered by the expenditure costs, the cost of raw materials and lack of local market and demand”.

RAI, A. K., & SRIVASTAVA, M. (2015) “Distribution is a trade decision that is mainly responsible for bridging the gap between a manufacturer and the customers. There have been numerous advancements in business processes affecting almost all kinds of decision-making that take place in a commercial organization. E-commerce, e-business, mobile commerce, supply chain management, software-enabled ERP etc. are few that have convert the distribution format of the industries. Banarasi silk industry is a old industry and is the economic life of millions of people of Eastern Uttar Pradesh. There has been a serious downtick the industry has been experiencing in the recent past. Banarasi silk industry and evaluates its practices from the customer’s perspectives. The paper attempts to suggest solutions to the industry for redesigning and distribution related for secured sustained success.

Statement of the problem:

- Problems like shortage of raw material
- Investment problem
- Paying Wages for the workers due to fewer profits.
- Demanding more advance.

- Threat from Readymade industry.
- No government support to handloom workers.
- Present generation is not showing interest due to various reasons.
- Customer and suppliers bargaining power

Objectives of the Study

- To know the business profile of silk industry in Raipur Town.
- To understand the problems faced by silk industry professionals adopted by silk manufacturers.

- To learn the influence of category management of silk industry on “consumer patronization.
- To describe the “factor validity and impact” of category management on consumer patronization.

Research Methodology:

The aim of this is to provide a brief description of the materials which provide. The necessary data base for this study and to highlight the important statistical tools employed in the analysis. The methodology is presented under the following heads

- Description of the Study Area.
- Selection of markets.
- Description of the selected markets.
- Nature and sources of data.
- Analytical tools and techniques applied.

Data Analysis on Questionnaires:

The total of 250 sets of questionnaires were distribute through the Google forms to the potential silk industry worker and owners and tell them to fill the form about

their views on after that all the 250 sets of questionnaires were collected. The response percent rate of this research is 100.

Descriptive Analyses

Table 1Gender:

Gender	Frequency	Percent
Male	143	57.2
Female	107	42.8

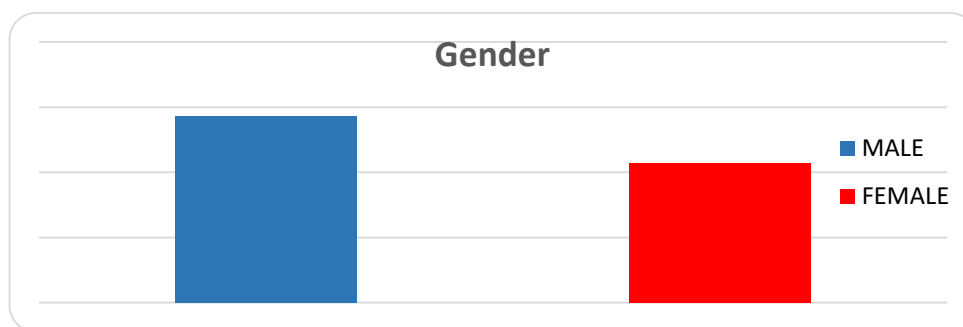


Figure: 1

Interpretation:-

From the above graph 4.2.1 as shown in the above graph 4.2.1 women are almost

equal to men working in silk industry that is 57.20% of Male and 42.80% of Female.

Age Group:

Table.2

Age	Frequency	Percentage
10 to 20	18	6.40
20 to 30	106	42.40
30 to 40	76	30.40
40 to above	50	20.80

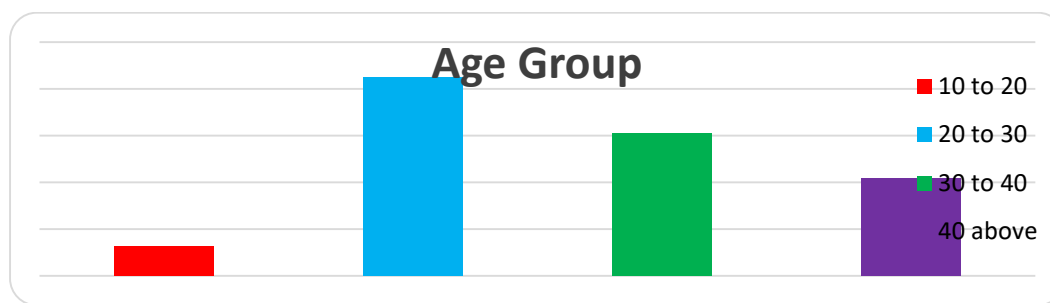


Figure: 2

Interpretation:-

From the above graph 4.2.2 shows the age performing a major role the in quantity of silk industry people. You can see in the above graph that there is 42.40% are from the age between 20to30. People below the age of 20 are not strong enough to work hard in silk industry and the people above the age of 30 are not healthier to continue in silk industry.

Conclusion:

In the end research would conclude by saying that it was a great learning experience. More than technically we were feeling like research were a part of the weaver’s family, trying to understand their problems and how they live. With our study we have identified various clusters doing weaving and how they bring their

products into the final market. It was a great experience and a memorable one. This research defines that the cost of the product is very less at the manufactures. The customer says the price is very high where as the difference is because of the third-party people as the consultants they took very less price from the manufacturers and acquiring more profits and commissions on the products. To overcome this manufacturer must start their own marketing techniques and their own outlets for providing better services for customer and get more profits. Most of the customers prefer that Handloom sarees because its good quality and the other hands its has environment pollutions for the chemical dying process.

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