



Determination Of Satisfaction Level Of Handloom Weavers Of Durg Sambhag With Respect To Aspects Of Their Apex Institution – CGAPEX

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Abstract

The research work focuses on determination of various aspects that are hindering the satisfaction level of handloom weavers of Durg Sambhag with respect to CGAPEX. The research work employs 5-point Likert Scale and ROC analysis for the same. The data analysis revealed that lack of Marketing assistance, untimely supply of yarn for the orders, and low levels of payment for the weaved products are hindering their satisfaction level with respect to the agency. The research work concludes with suggestions for reducing the level of dissatisfaction among the weavers.

Introduction

The Handloom industry is established as one of the major cottage industries in the Chhattisgarh state. In view of vast scope for employment in the industry and the rich cultural heritage of weaving, handloom weaver and handloom industry are encouraged through various scheme and programs. There are about more than 20,000 handlooms working in this state, about 60,300 persons are employed directly and indirectly. Tussar silk fabrics of Janjgir-Champa and Raigarh district of the Chhattisgarh state has got national and international recognition about 4000 looms are engaged in tussar fabric production in this area. Cotton handloom fabrics of Raipur, Balodabazar, Mahasamund, Durg, Rajnandgaon, Dhamtari, Balod, Bastar and Sarguja District have their own unique identification. In this spirit, the Chhattisgarh state handloom development & marketing co-operative federation Raipur was registered in 20/12/2000, exclusively to undertake the promotion of handloom sector of the state and to generate more employment through handloom industry. At present 301 primary weavers' co-operative societies are associated with federation. To generate more employment for the weavers of the state, government cloth supply schemes

have been introduced by the Chhattisgarh government. Under this scheme, it is mandatory to all government departments/public sector units to purchase all their cloths requirements from Chhattisgarh state handloom development & marketing co-operative federation Raipur for which necessary provisions are made in Government store purchase rule 2002 (Rule 08). Chhattisgarh state handloom development & marketing co-operative federation Raipur produced 59 types of cloth for various government department according to their requirement.

Objective

Despite this arrangement, weavers' economic conditions are not yet sound. They face marketing and payment troubles, and this often leads to their permanent withdrawal from the sector due to dissatisfaction aroused due to these unaddressed issues. This research work focuses on determination of such issues.

Method

The research work focuses on the collection of data from 100 weavers of Durg Sambhag (Division). The data collected focused on gauging the satisfaction level of weavers with respect to loan availability, marketing assistance, and payments made to them for weaved goods. The data was collected on a five-point Likert Scale and was analyzed using descriptive methods and ROC. The ROC helped in determining which context of the CGAPEX is particularly damaging the satisfaction level of the weavers with respect to organization. This was determined by comparing average score with cut-off score. An average score below cut-off was termed as the aspect hindering the satisfaction of weavers.

Review of literature

Sreenivas A. & Suman K. (2016) The study that in the last few years, the handloom sector and non-agricultural sector have been slowly lagging behind. The ineffective implementation of government schemes is facing serious livelihood crisis due to power loom and unfair competition from the mill sector and change in socio-economic status. Since the power of handloom lies in presenting new designs, which is an example of the diversity and artwork of our country. Which cannot be repeated by the power loom sector. On making better efforts through schemes and programs, the productivity of the handloom sector can be improved.

Dutta C.R. (2015) In his research, he stated that the handloom of Gerjaipam village gives a unique picture of the Nagaon in the region, which has made Nagaon famous for handloom products. But despite all this, the weavers are getting reluctant to continue this task, which is a matter of concern. The reasons behind this should be detected and every effort should be made to revive the handloom business. For this, handloom clothes should be presented at the fashion ramp show to be held in the country.

Satyanarayana M., Nair S.S. & Rao P.V. (2016) The study of Nellore district showed that today the handloom industry is facing many problems (such as raw materials and lack of finance, marketing etc.). Along with this, handloom productivity is also being done, due to which weavers have become reluctant

to invest in new design. In such a situation, the government should implement good policies and schemes towards the handloom industry which will encourage weavers to work.

Boruah R.R.& Kaur S. (2015) In some areas of Assam, there are many problems like obsolete technology, unorganized production system, insufficient working capital, weak marketing and competition from mill. But through financial assistance and the implementation of various developmental and welfare schemes, these problems are dealt with to some extent.

Analysis

The research work focuses on determination of satisfaction among the weavers with respect to the services offered by the CGAPEX to them. The analysis uses the tabular method for descriptive analysis and ROC for inferential analysis. The result of the data analysis is as follows –

Table 1 Descriptive Score for each Satisfaction Level

Question	Highly Dissatisfied (%)	Dissatisfied (%)	Neutral (%)	Satisfied (%)	Highly Satisfied (%)	Total (%)
	Weaver Percentage					
All weavers get similar order quantity	13	9	18	22	38	100
All weavers get timely delivery of yarn at the time of order	19	20	18	36	7	100
All weavers are paid as per schedule upon completion of order	2	4	9	31	54	100
Payment of order are compensatory for the required labour	32	20	17	24	7	100
Timely availability of loan is possible	0	8	18	46	28	100
Limit of loan can be justified with the needed cause	4	16	16	46	18	100
Loans are returned in time bound manner by weavers	15	13	19	35	18	100
Govt. Training Workshops include modern weaving methods	2	19	11	34	34	100
Marketing of	31	31	12	22	4	100

APEX is good						
APEX assists in selling products online	33	19	19	23	6	100
Private Marketing is assisted by APEX	31	17	19	26	7	100
Marketing training is provided to the weavers	30	33	13	15	9	100
Satisfaction Summary	Satisfied – (49.17 %) Neutral – (15.75 %) Unsatisfied – (35.08 %)					

From the table shown above it is evident that the weavers are not satisfied with the marketing of the handloom products. Further they appear to be dissatisfied with the apex's inability to help them in private marketing of the handloom products. Low payment for the weaved product also appears to be domain in which the handloom weavers are not satisfied with the apex. To determine which domain is precisely pulling down the satisfaction level of the weavers ROC score was calculated.

Table 2 ROC analysis of the Questions of Satisfaction Survey

Question	Average	Cut-off	Comments
All weavers get similar order quantity	3.63	3.29	Above Cut-off
All weavers get timely delivery of yarn at the time of order	2.92		Below Cut-off
All weavers are paid as per schedule upon completion of order	4.31		Above Cut-off
Payment of order are compensatory for the required labour	2.54		Below Cut-off
Timely availability of loan is possible	3.94		Above Cut-off
Limit of loan can be justified with the needed cause	3.58		Above Cut-off
Loans are returned in time bound manner by weavers	3.28		Below Cut-off
Govt. Training Workshops include modern weaving methods	3.79		Above Cut-off
Marketing of APEX is good	2.37		Below Cut-off
APEX assists in selling products online	2.5		Below Cut-off
Private Marketing is assisted by APEX	2.61		Below Cut-off
Marketing training is provided to the weavers	2.4		Below Cut-off

From the table shown above the questions that have average below cut-off can be considered as those dimensions that are pulling the satisfaction level down. The identified areas are –

1. Repayment of Loan in scheduled time by the weavers.
2. Marketing lags of Apex
3. Availability of Yarn as per order schedule

4. Payment received for weaving the product.

Conclusion and Suggestions

From the analysis presented above the following conclusions and associated suggestions could be drawn –

1. The weavers are not getting the appropriate yarn at the time of assigning of order this leads to delay in weaving process. Thus, it is suggested that timely availability of yarn should be assured before placement of order roaster.
2. The handloom products fetch high rates in the market. Further, these products have an international market. Thus, CGAPEX should explore the international potential of the product to fetch higher prices for the finished goods so that weavers could be paid more for their weaving activities.
3. CGAPEX should allow and assist the handloom weavers to go for private marketing of finished products that are weaved apart from the roaster orders. This will help the weavers to fetch good prices for their products and elevate their socioeconomic conditions.
4. An integrated system needs to be installed that would deduct the pending loan amount from the payment made to the weavers. This will led to lesser bad loans and timely availability of loan next time.

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