

# EXPLORE THE ECONOMIC ASPECTS OF THE TRADITIONAL WEAVING INDUSTRY IN SURRENDER NAGAR DISTRICT

Dr. Suraj Kumar Gobhil

Asstt.Professor(Economics)

Govt.E.V.P.G.College Korba Distt - Korba (C.G)

## ABSTRACT

*The traditional weaving industry in Surendranagar district, Gujarat, represents a significant segment of the local economy, known for its distinctive patterns and high-quality textiles. This study explores the economic aspects of this industry, focusing on its contributions to local livelihoods, economic challenges, and potential for growth. The research encompasses qualitative and quantitative methods, including interviews with weavers, surveys of local businesses, and analysis of market trends. Key findings indicate that the weaving industry is a major source of employment, engaging a substantial portion of the district's population in both direct weaving activities and associated supply chains. The industry supports a complex network of artisans, traders, and cooperatives, fostering community cohesion and cultural heritage. Economic benefits include income generation for households, foreign exchange earnings through exports, and the attraction of tourism. However, the industry faces significant challenges such as fluctuating raw material prices, competition from mechanized production, and limited access to modern marketing channels. Additionally, the sector struggles with inadequate infrastructure and financial support, hindering its scalability and sustainability. The study suggests several strategies to enhance the economic viability of the traditional weaving industry in Surendranagar. These include the adoption of advanced technologies, improved access to financing, and the establishment of better marketing and distribution networks. Government intervention and policy support are crucial in addressing these challenges, alongside initiatives to promote skill development and innovation within the industry. Overall, the traditional weaving industry in Surendranagar district holds substantial economic potential. With targeted efforts to overcome existing barriers, it can significantly contribute to the regional economy and preserve the rich cultural heritage of Gujarat.*

**Keywords:** *Economic aspects, traditional ,weaving industry*

## INTRODUCTION

The traditional weaving industry in the Surendranagar district of Gujarat is an essential component of the cultural and economic environment of the region. This business, which is well-known for manufacturing gorgeous textiles with intricate designs, has deep historical origins and has been an essential source of sustenance for a great number of centuries. Patola and Tangaliya are two of the unusual weaving techniques that have received national and worldwide recognition, and the area is particularly well-known for its distinctive weaving styles. In Surendranagar, the importance of the weaving sector to the local economy cannot be emphasized. It is responsible

for the employment of a significant section of the local people, which includes not only weavers but also those engaged in activities that are auxiliary to weaving, such as spinning, dying, and purchasing and selling goods. This industry makes a contribution to the earnings of households, provides assistance to small enterprises, and exerts a significant influence on the economy of the local community by enabling the flow of products and services. Despite the fact that it is economically significant, the traditional weaving sector is confronted with a great deal of difficulty. Because of the proliferation of mechanical manufacturing and synthetic materials, competition has been more intense, which has frequently resulted in a decrease in demand for handmade textiles. In addition, weavers typically face challenges such as fluctuating costs for raw materials, restricted access to contemporary markets, and inadequate financial assistance. The absence of infrastructure and the requirement for improved technology integration in order to improve both productivity and quality are both factors that contribute to the escalation of these problems. The purpose of this research is to investigate the economic aspects of the traditional weaving business in Surendranagar, with the objective of evaluating its current status, the obstacles it faces, and the possibility for subsequent expansion. Providing a complete knowledge of the influence that the sector has on the local economy is the goal of the research. This will be accomplished by evaluating a variety of areas, including employment, revenue creation, market dynamics, and the requirements for infrastructure. Additionally, the research will offer methods to strengthen the industry, assuring its continuous contribution to the economic growth of the region and ensuring its continued sustainability. This study aims to provide significant insights into the economic fabric of Surendranagar's traditional weaving sector by utilizing a combination of qualitative and quantitative research methodologies, such as conducting field interviews, conducting surveys, and doing market analysis. It is anticipated that the findings would provide informed policymakers, stakeholders, and practitioners with information that will assist in the creation of focused actions to strengthen this incredibly important sector.

## OBJECTIVS

1. To study explore the economic aspects.
2. To studythe traditional weaving industry in Surrender nagar.

## Methodology

An investigation on the rural handicraft artists who are employed in the Surendranagar district of Gujarat has been carried out. From each of the ten blocks that make up the Surendranagar District, rural artisans were chosen to participate as responders. Fifty artists were chosen from each of the eight different categories of handicrafts that were considered. This resulted in a total of four hundred craftspeople. For the purpose of this study, however, 316 artisans who had a minimum of five years of professional experience were chosen to participate as responders. As part of this research project, both primary and secondary sources of information were utilized. During the personal interviews that the researcher conducted with the respondents, using a structured schedule was one of the key data gathering tools that was utilized. In addition to the interview approach, the group discussion method and the observation method have also been utilized in order to collect the data regarding the focused group that is realistic. Software programs such as Statistical Package for Social Sciences (SPSS), Microsoft Excel, and other open-source programs were utilized in order to do assessments on the data that was gathered. For the purpose of

conducting an analysis of the data, many statistical methods, including Frequency Percentage, Measures of Central Tendency, Cross-tabulation, and others, have been utilized. In addition to that, the researcher has utilized the Mann-Whitney U assess between two independent variables in order to assess the hypothesis that is being investigated.

This particular study makes use of both primary and secondary data sources, as well as the methodologies that were utilized for the collecting of collected data. This study is called an empirical research, and it is primarily based on field research. A survey was carried out in a variety of locations, and thirty individuals were selected at random to participate in the survey. This was the primary method of data collection. Secondary data was gathered from a variety of sources, including publications from a variety of government organizations, private Mat weaving units, books, journals, newspapers, periodicals, reports, the internet, and records of District Industrial that were not published.

### **Testing of Hypothesis**

Considering that the data does not follow a normal distribution, the income of artisans has been compared using the Mann-Whitney U test in order to investigate the impact of the implementation of such changes. As a result, applications of non-parametric tests are restricted to this particular dataset. In situations when the dependent variable is ordinal or continuous but not normally distributed, the Mann-Whitney U test is utilized to compare the differences that exist between two independent groups. Because of this, it is an appropriate alternative to the t-test of the independent variable in this situation.

It has been found that there is no substantial correlation between the income of artisans who work with handicrafts and their adoption of new technology and innovations.

Modifications to the material and method of production, modifications to product designs and innovations, modifications to energy sources, modifications to machinery tools and equipment, modifications to marketing practices, and modifications to the utilization of internet facilities are some of the variables that have been chosen for the purpose of testing the null hypothesis that was presented earlier. The Mann-Whitney U test, which is a non-parametric test, was used to compare the income of two distinct groups of artisans: first, artisans who have embraced changes, and secondly, artisans who have not adopted changes. This was done since the data that were obtained did not follow a normal distribution. In situations when the dependent variable is ordinal or continuous but not normally distributed, the Mann-Whitney U test is utilized to compare the differences that exist between two independent groups. As a result, it is an appropriate alternative to the t-test of the independent variable in this situation. The following is a description of the outcome:

**Table 1 Hypothesis Test Summary (Mann-Whitney U Test) (Handicraft Income)**

Handicraft Decisions	Z	U	Mean Rank		Sig.	Decision
			Yes	No		
Change in Material and Method of Production	-5.011	6874.000	175.61 [10084.93]*	119.87 [4530.41]*	0.000	H <sub>0</sub> is Rejected
Change in Product Designs & Innovations	-3.204	317.000	160.97 [8550.65]*	49.29 [842.86]*	0.001	H <sub>0</sub> is Rejected
Change in Energy Sources	-9.369	3958.500	226.16 [15838.68]*	124.35 [4615.00]*	0.000	H <sub>0</sub> is Rejected
Change in Machinery, Tools and Equipment	-9.023	4426.500	220.98 [15187.50]*	124.20 [4642.40]*	0.000	H <sub>0</sub> is Rejected
Change in Marketing Practices	-5.625	308.000	64.74 [19323.17]*	25.41 [6000.00]*	0.000	H <sub>0</sub> is Rejected
Use of Internet Facility	-6.770	2261.500	243.74 [20940.00]*	144.35 [6294.28]*	0.000	H <sub>0</sub> is Rejected

It is revealed by the Table that there are two distinct groupings of the craftspeople. The respondents who have agreed to the adjustment are categorized as "Yes," while the remaining respondents are classified as "No." As a result, it has been discovered that the mean rank of income for the group that selects "Yes" is higher than that of

the group that selects "No" in all of the handcraft decisions described above. When compared to those who have not implemented such changes in handicraft practices, it is possible to draw the conclusion that craftsmen who have adopted new technologies and innovations earn more money than those who have not adopted such changes.

As a result, the Null Hypothesis as stated above is not valid. Because of this, one can get the conclusion that there is a statistically significant difference between the incomes of two different groups.

### Analysis of data

**Table 2 Demographic information**

Age in (years)	No of Respondents		Percentage of Respondents	
	Male	Female	Male	Female
Younger (Below 25)	0	2	0	6
Middle age (Between 26-50)	2	18	7	60
Old age (Above 50)	2	06	7	20
Total	04	26	14	86

As shown in table 2, the demographic information of the weavers reveals that they belong to the middle age group, which is comprised of individuals between the ages of 26 and 50. This is due to the fact that the productivity of weavers is significantly higher at this age due to their physical capabilities. Following the completion of their higher education, the younger generation of weavers in the neighborhood favored working in the handloom weaving sector. Consequently, their participation in the weaving process is really small. On the other side, the participation of elderly persons was less noticeable due to the fact that they can have difficulties with their physical health, strength, and vision.

**Table 3 Educational Status**

Educational Status	No of Respondents	Percentage of respondents
Illiterate (unable to read and write)	1	3
Primary (I- V standard)	14	47
Middle school (V-VIII standard)	10	33
Secondary ( 1X to X standard )	3	10
Higher Secondary (XI to XIIStandard)	2	7
Total	30	100

The data presented in table 3 demonstrates that weavers' communities have come to recognize the significance of education. Additionally, children in today's society are aware of the role that education plays, and as a result, they are considering pursuing higher education in order to advance their careers. Nearly one tenth of the weavers had completed their secondary education, and nearly one fifth had completed their middle school education. This is owing to the fact that all weavers were unable to afford to continue their education beyond the secondary level due to financial restrictions, ignorance, and encouragement from their family members. However, due to financial constraints, these children were forced to give up their academic pursuits.

**Table 4 Family Type**

Family Type	No of Respondents	Percentage of respondents
Nuclear	6	20
Joint	24	80

Total	30	100
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It can be deduced from the data shown in table 4 that the size of the family and the system are significant factors that contributed to the income produced by the family. Within the community of weavers, it has been discovered that the joint family format is still prevalent.

**Table 5 Size of the family**

Family Size	No of Respondents	Percentage of respondents
Small (up to 3)	2	7
Medium (4-6)	22	73
Large (more than 6)	6	20
Total	30	100

The data that is shown in table 5 sheds light on the fact that joint families continue to be prevalent in the community of mat weavers, with 73% of families consisting of four to six individuals.

**Table 6 Economic Status**

Sl.No	Monthly Income (Rs)	Number of Respondents	Percentage of Respondents
1	Upto- 2000	5	17
2	2000-3000	13	43
3	3000-4000	7	23

4	4000-5000	3	10
5	5000 above	2	7
	Total	30	100

The classification of the weavers according to their household income is revealed by the data presented in Table 6. With a total of thirty respondents, it was possible to determine that seventeen percent of the weavers had salaries up to two thousand rupees, that forty-three percent of the weavers had salaries between two thousand and three thousand rupees, that twenty-three percent of the weavers had salaries over four thousand rupees, and that seven percent of the weavers had salaries that were higher than five thousand rupees.

**Table 7 Distribution of expenditure Pattern**

Sl.No	Expenditures	Percentage of Respondents
1	Food	40
2	Education	25
3	Medical Expenses	15
4	Festival and Religious Expenses	10
5	Others Expenses	10
	Total	100

The data shown in the table demonstrates that the households of the weavers have various expenditures. Of the thirty people who participated in the survey, forty percent of them were involved in the food industry, twenty-five percent were involved in education, fifteen percent were involved in medical expenses, ten percent were involved in festival and religious expenses, and the remaining ten percent were involved in miscellaneous expenses.



**Table 8 Distribution of Savings**

Sl.No	Mode of Savings (Monthly)	Number of Respondents	Percentage of Respondents
1	Bank	13	43
2	Post office	10	33
3	LIC	04	13
4	Others	03	10
	Total	30	100

The mode of savings can be deduced from the data presented in the table. It is stated that out of thirty weavers, forty-three percent of them are saved in the bank, twenty-eight percent of the weavers are saved in the post office, thirteen percent of the weavers are saved in the LIC, and the remaining ten percent of the weavers are saved in other places.

### Conclusion

The fact that handicraft artists are currently facing a battle to maintain their livelihood as a result of rapid economic expansion, industrialization, and technical advancements is the reason for this scenario. At the same time, this is the moment to take advantage of the limitless markets and global horizons that are available. However, the very first requirement is that the artisans must broaden their field of work and become more adaptable to evolving circumstances. The modern market provides a vast platform that is brimming with huge prospects, provided that people begin to think in a transitional manner while maintaining the "Handicraft" requirement. As a result of the study, a transitional tendency of handicraft practices among craftsmen who are involved in a variety of handicrafts has been identified. Additionally, it has been discovered that the craftsmen who have incorporated new technologies and innovations into their handicraft practices receive a higher income in comparison to those who have not incorporated such changes into their practices.

Craft practices are the powerful repositories of Indian culture, and the practitioners are the diffusers of its traditional acumens, ingenuity, practices, abilities, and stories. Craft practices are among the most important aspects of Indian culture. The intricate processes, knowledge, and human adaptations to the environment have been crucial in laying the foundation for the significant technological developments that have occurred in the

contemporary era. Because of the rarity and one-of-a-kind nature of such abilities and product outputs, it is imperative that they be promoted, identified, and revered appropriately. In the same way that other regions in India have accommodated a wide variety of fascinating textile traditions, Saurashtra has done the same. It is possible that traditions will not continue to flourish as time goes on; yet, their distinctive sensibility necessitates the formation of a knowledge reservoir even as they continue to flourish, decline, or alter in response to the changing circumstances.

In the end, it is imperative that women entrepreneurs be acknowledged for what they actually are. At the national level, it is of utmost significance for the economic prosperity of the nation in the years to come. On an individual level, women who run their own businesses are able to achieve the independence and social and economic pleasure that fulfills their desires.

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