

# Production pattern of powerloom shawl weaving units in Ludhiana

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■ **ABSTRACT** : The present investigation was carried out in Ludhiana city. An interview schedule was formulated to collect the required information from the powerloom shawl weaving units. Data were collected with the help of pre structured interview schedule from 60 randomly selected powerloom shawl weaving units. The results of the study revealed that majority of units, *i.e.* 75.00 per cent used acrylic fiber as raw material for preparing shawls followed by 58.33 per cent used cotton, 33.33 per cent used polyester, 23.33 per cent used viscose and 8.33 per cent used pure wool for the production of shawls and 71.67 per cent respondents purchased yarn from the local market and 83.33 per cent produced shawls throughout the year. About 42 per cent units had employed a total number of 40 to 80 workers and 58.33 per cent had employed 20 to 40 skilled workers, 41.67 per cent had employed 10 to 20 semi skilled workers, and 48.33 per cent had employed unskilled workers. Nearly 62 per cent units were paying wages to their workers at piece rate. All the units produced plain shawls followed by 53.33 per cent units produced jamawar shawls, 46.67 per cent units produced embroidered shawls, 25.00 per cent units produced doobby shawls and 10.00 per cent units produced printed shawls. About 33 per cent units produced plain shawls ranging between Rs. 60,000-90,000 per year, 16.67 per cent units produced embroidered shawls Rs. 30,000-40,000 per year, 21.67 per cent produced jamawar shawls Rs. 90,000-1,20,000 per year, 11.67 per cent units produced doobby shawls Rs. 5000-10,000 per year, 5.00 per cent units produced printed shawls Rs. 30,000-60,000 per year.

■ **KEY WORDS**: Shawls, Production, Raw material, Weight, Size, Yarn

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**S**hawl has been an integral part of a woman's attire. In India shawls are woven in variety of fibres and designs (Dongerker, 1972). Every state has its own specialty and uniqueness of motifs. Shawl is one of India's best wool products. It is unique that while it offers the intimacy of a warm garment, it leaves you free. It is a length of intricately woven or embroidered material

used as a wrap around the body. Since the woollen and acrylic shawl weaving industry occupies a very important place in domestic market as well as foreign market and Ludhiana is a major centre of it, it is necessary to study its production pattern and present structure along with its processes (Mehta, 1970). Jain (1993) reported that the entry of the designer manufactured shawls had given

the market a fresh new look. The designs were totally new and the brains working behind the designer look were deep in competition to create the best products. In a study on handloom industry of Ludhiana. Sood (1982) reported that cashmilon, pure wool, cotton viscose rayon was used as a raw material. Fly shuttle frame loom and jacquard looms were mostly used for weaving.

**RESEARCH METHODS**

The present study was conducted on sixty powerloom shawl weaving units in Ludhiana city. An interview schedule was formulated to collect the required information from the powerloom shawl weaving units regarding the production pattern of the units. Data were collected with the help of an interview schedule from 60 randomly selected powerloom shawl weaving units. The data were collected personally by administering the schedule to the owners/mangers of the powerloom 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, percentage etc.

**RESEARCH FINDINGS AND DISCUSSION**

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

It is evident from the Table 1 that the majority of units, *i.e.* 75.00 per cent used acrylic fibre as raw material for preparing shawls followed by 58.33 per cent used cotton, 33.33 per cent used polyester, 23.33 per cent used viscose and 8.33 per cent of the units used pure wool for the production of shawls. Kaur (1996) conducted a study conducted on shawl production in Ludhiana and she also found that the majority of units, *i.e.* 77 per cent were using acrylic as raw material for production of good quality of shawls and 64 per cent units bought the raw material for whole year. All the units were purchasing raw material on the basis of need, whereas 53.33 per cent units purchased the raw material throughout the year.

The count of yarn used by majority of them for preparing shawls was, *i.e.* 1/32 X 2/60 and 1/32 X 2/30, 1/40 X 2/60, 1/40 X 2/30 in cotton, whereas 2/48 X 2/48, 1/32 X 2/60, 1/32 X 2/40 in acrylic, while 1/32 X 2/30, 1/

**Table 1 : Distribution of units according to type of raw material used (n=60)**

Raw materials	f	%
Cotton	35	58.33
Polyester	20	33.33
Acrylic	45	75.00
Pure wool	5	8.33
Viscose	14	23.33

\*multiple response

**Table 2 : Distribution of units according to count of different type of yarns used (n=60)**

Count	Pure wool		Cotton		Acrylic		Polyester		Viscose	
	f	%	f	%	f	%	f	%	f	%
1/36 x 2/96	3	5.00	-	-	-	-	-	-	-	-
1/42 x 2/40	5	8.33	-	-	-	-	-	-	-	-
1/42 x 2/42	3	5.00	-	-	-	-	-	-	-	-
1/48 x 2/48	3	5.00	-	-	-	-	-	-	-	-
1/32 x 2/40	-	-	-	-	9	15.00	-	-	10	16.67
1/32 x 2/60	-	-	-	-	12	20.00	-	-	11	18.33
1/32 x 2/48	-	-	-	-	-	-	-	-	-	-
1/40 x 2/60	-	-	18	30.00	-	-	12	20.00	-	-
1/32 x 2/30	-	-	27	45.00	-	-	19	31.67	-	-
1/32 x 2/60	-	-	32	53.33	-	-	18	30.00	-	-
1/40 x 2/30	-	-	15	25.00	-	-	9	15.00	-	-
2/48 x 2/48	-	-	-	-	18	30.00	-	-	-	-

\*multiple response

32 X 2/60, 1/40 X 2/60, 1/40 X 2/30 in polyester, and 1/32 X 2/60, 1/32 X 2/40 in viscose, 1/42 X 2/40, 1/36 X 2/96, 1/42 X 2/42 and 1/48 X 2/48 in case of pure wool.

Out of 35 units using cotton, 53.33 per cent purchased raw material at the rate of Rs. 200 to 400 per kg and 20.00 per cent purchased raw material at the rate of Rs. 600 to 800 per kg. Forty five units who were using acrylic yarn as raw material for shawls among them, 58.33 per cent purchased raw material at the rate of Rs. 400 to 600 per kg and 18.33 per cent purchased raw material at the rate of Rs. 600 to 800 per kg. Out of 20 units using polyester, 33.33 per cent purchased raw material at the rate of Rs. 400 to 600 per kg and 15.00 per cent purchased raw material at the rate of Rs. 600 to 800 per kg. Out of 14 units using viscose, 23.33 per cent purchased raw material at the rate of Rs. 400 to 600 per kg and 11.67 per cent purchased raw material at the rate of Rs. 600 to 800 per kg. Out of 5 units using

pure wool, 8.33 per cent purchased raw material at the rate of Rs. 1200 to 1400 per kg followed by 5.00 per cent purchased raw material at the rate of between Rs. 800 to 1000 and 1000 to 1200 per kg.

Majority of the units, *i.e.* 71.67 per cent purchased yarn from the local market followed by 15.00 per cent purchased yarn from other cities within Punjab and 13.33 per cent respondents purchased yarn from other cities outside Punjab. Majority of these units, *i.e.* 83.33 per cent produced shawls throughout the year and 43.33 per cent produced on demand, whereas only 23.33 per cent produced shawls during peak season.

Data in Table 4 shows that maximum percentage of the units, *i.e.* 41.67 per cent had employed 40 to 80 workers while 33.33 per cent units had employed up to 40 workers. Only 25.00 per cent units had employed 80 to 120 workers. The maximum percentage of the units, *i.e.* 58.33 per cent had employed 20 to 40 skilled labour.

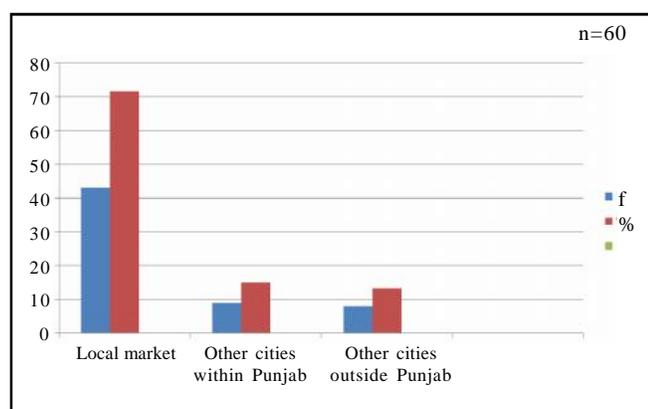


Fig. 1 : Distribution of units according to sources of buying yarn

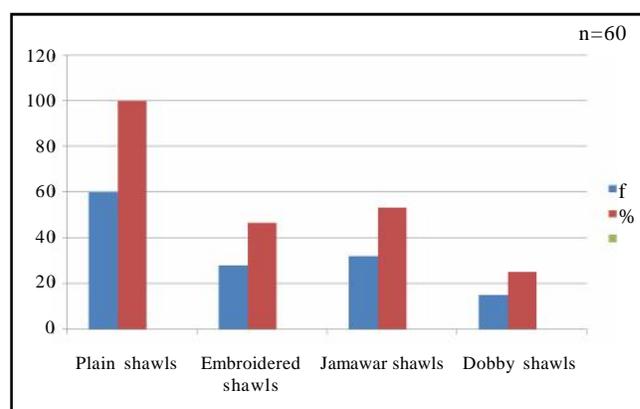


Fig. 2 : Distribution of units according to type of shawls manufacture by them

Cost (Rs./kg)	Pure wool		Cotton		Acrylic		Polyester		Viscose	
	f	%	f	%	f	%	f	%	f	%
200-400	-	-	32	53.33	26	43.33	12	20.00	10	16.67
400-600	-	-	24	40.00	35	58.33	20	33.33	14	23.33
600-800	-	-	12	20.00	11	18.33	9	15.00	7	11.67
800-1000	3	5.00	-	-	-	-	-	-	-	-
1000-1200	3	5.00	-	-	-	-	-	-	-	-
1200-1400	5	8.33	-	-	-	-	-	-	-	-

\*multiple response

Number of workers	f	%
Upto 40	20	33.33
40-80	25	41.67
80-120	15	25.00

**Table 5 : Distribution of units according to annual production of different shawls (n=60)**

Annual production (in thousand)	f	%
<b>Plain shawls</b>		
10,000-30,000	10	16.67
30,000-60,000	19	31.67
60,000-90,000	20	33.33
90,000-1,20,000	11	18.33
<b>Embroidered shawls</b>		
10,000-20,000	5	8.33
20,000-30,000	8	13.33
30,000-40,000	10	16.67
40,000-50,000	5	8.33
<b>Jamawar shawls</b>		
30,000-60,000	5	8.33
60,000-90,000	11	18.33
90,000-1,20,000	13	21.67
1,20,000-1,50,000	3	5.00
<b>Dobby shawls</b>		
5000-10,000	3	5.00
10,000-15,000	7	11.67
15,000-20,000	5	8.33
<b>Printed shawls</b>		
40,000-70,000	2	3.33
70,000-1,00,000	3	5.00
1,00,000-1,30,000	1	1.67

\*multiple response

Majority of 41.67 per cent had employed 10 to 20 semi skilled labour, and 48.33 per cent had employed unskilled labour. Majority of units, *i.e.* 61.67 per cent were paying wages to their workers at piece rate, 48.33 per cent were paying wages to their workers both at piece and salary basis and 38.33 per cent were paying wages to their workers in the form of salary.

All the units produced plain shawls followed by 53.33 per cent units produced jamawar shawls, 46.67 per cent units produced embroidered shawls, 25.00 per cent units produced doobby shawls and 10.00 per cent units produced printed shawls.

It was found that out of 60 units producing shawls, maximum percentage of units, *i.e.* 33.33 per cent units produced plain shawls ranging between Rs. 60,000-90,000 in a year and only 16.67 per cent units produced plain shawls between Rs. 10,000-30,000 in a year. Out of 28 units producing embroidered shawls, maximum percentage of units, *i.e.* 16.67 per cent units produced embroidered shawls between Rs. 30,000-40,000 in a year

**Table 6 : Distribution of units according to size of shawls produce (n=60)**

Size of shawls	f	%
<b>Plain shawl</b>		
36" x 80"	29	48.33
40" x 80"	54	90.00
<b>Embroidered shawl</b>		
40" x 80"	25	41.67
45" x 90"	8	13.33
<b>Dobby shawl</b>		
30" x 78"	10	16.67
40" x 80"	9	15.00
<b>Jamawar shawl</b>		
40" x 80"	30	50.00
45" x 90"	15	25.00
<b>Printed shawl</b>		
45" x 90"	6	10.00

\*multiple response

**Table 7 : Distribution of units according to weight of shawls produced (n=60)**

Weight of shawls (Gms)	f	%
<b>Plain shawl</b>		
200-250	15	25.00
300-450	20	33.33
400-500	40	66.67
<b>Embroidered shawl</b>		
275-450	21	35.00
300-500	10	16.67
<b>Dobby shawl</b>		
250-300	9	16.67
350-400	12	20.00
<b>Jamawar shawl</b>		
300-500	11	18.33
400-550	19	31.67
500-650	20	33.33
<b>Printed shawl</b>		
250-300	3	5.00
250-350	5	8.33
350-400	3	5.00

\*multiple response

and only 8.33 per cent units produced embroidered shawls between Rs. 40,000-50,000 and Rs. 10,000-20,000 in a year. Out of 32 units producing shawls, maximum percentage of units, *i.e.* 21.67 per cent produced jamawar shawls between Rs. 90,000-1,20,000 in a year and Only 8.33 per cent units produced jamawar shawls between Rs. 30,000-60,000 in a year. Out of 15 units producing

dobby shawls, maximum percentage of units, *i.e.* 11.67 per cent units produced doobby shawls between Rs. 5000-10,000 in a year and only 5.00 per cent units produced doobby shawls between Rs. 15,000-20,000 in a year. Out of 6 units producing printed shawls, maximum percentage of units, *i.e.* 5.00 per cent units produced printed shawls between Rs. 30,000-60,000 in a year and only 1.67 per cent units produced printed shawls between Rs. 90,000-1,20,000 in a year.

It was found that 90.00 per cent units produced the plain shawls in the size of 40" x 80" and 48.33 per cent units produced common size of 36" x 80". Majority of units *i.e.* 41.67 per cent units produced embroidered shawl of size 40" x 80" and 13.33 per cent units produced embroidered shawls of size 45" x 90". Among the units produced doobby shawls, it was found that 16.67 per cent units produced doobby shawl of size 30" x 78" and 15.00 per cent units produced doobby shawl of size 40" x 80". It was further found that 50.00 per cent units produced jamawar shawl of size 40" x 80" and 25.00 per cent units produced jamawar shawl of size 45" x 90". All the units, *i.e.* 10.00 per cent units produced printed shawl in the size 45" x 90".

It can be seen from the Table 7 that the majority of 60 units produced their plain shawls of weight 200 to 250g. Out of 28, 32, 20, 15 and 6 units producing embroidered, doobby, jamawar and printed shawls majority of units, *i.e.* 35.00, 33.33, 31.67, 20.00 and 8.33 per cent produced their respective shawls weighting 250 to 350 g, 350- 400, 400 to 500 g, 300 to 500 g, 400 to 550 g and 500 to 650 g.

## Conclusion:

From the results of the study it is concluded that Ludhiana shawl industry is producing shawls in variety of fibres such as woollen, acrylic, cotton, polyester and viscose. Similarly shawls are being produced in numerous designs. In view of the miraculous expansion of shawl weaving industry its overall performance is very impressive. Data reveals that annual production of shawl is quite high in volume and shawls are being exported to other countries also. Thus the future of powerloom shawl industry of Ludhiana is very bright with the modernization of shawl industry.

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