

## **Challenges of Durrie Weavers: A Case Study from Warangal**

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**Abstract:** This study attempts to identify the ups and downs faced by the durrie weavers under co-operative societies, Warangal urban district, Telangana. Researcher collected the primary data through structured questionnaire. Convenience sampling was used to gather the primary data from 100 respondents. The statistical tools used to analyze the data are Henry Garrett ranking technique and percentage analysis. This study identified problems faced by the Warangal durrie weavers.

**Keywords:** durrie weavers, Warangal, Henry Garrett Ranking, co-operative societies.

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### **Introduction**

Handloom industry is one of the most important sectors, which is contributing economic value to the Indian economy. It has very significant value in terms of culture, tradition and emotion. Indian handmade carpets is one of the major exporting products. Approximately, India exports 85-90% of its total carpet production (annual report, ministry of textile, 2019-20) to European and American countries.

According to Carpet Export Promotion Council (CEPC), Indian handmade carpet industry is providing employment to over 20 lakhs workers/artisans. Among the different types of carpets and durries, 7 products have been registered in Geographical Indication (GI), by Carpet Export Promotion Council under IPR. From the 7 carpet and durrie products, Warangal durries is one among them.

There are 45 weavers' co-operative societies in the Warangal urban district of Telangana. Warangal is famous for unique and beautiful handwoven durries. In history, Warangal durries received a royal red carpet for their sales. They enjoyed the export sales during 90's but today they are facing many problems.

Warangal durrie weavers are still using the pit looms to weave different upgraded designs like kalamkari, jacquard, interlock, Ikkat and geometrical. Even the NGOs are also providing opportunities and new designs to skilled weavers. They are now quality conscious of the durries weaved by them. Hence, they are concentrating on various stages of weaving, by procuring quality raw materials, dyeing the yarn and weaving. They are also moving towards the own creation of the designs based on the customer feedbacks.

This study deals with various obstacles, which are faced by the durrie weavers. The obstacles are classified into Categories. These categories are issues related to i) production, ii) finance, iii) marketing, iv) management, v) weaver, and vi) customer.

### **Review of Literature**

The literature which are found relevant to the objectives of the study have been reviewed and enumerated as:

In 2018, Satyajit Das studied the problems of handloom weavers' in Tufanganj block-I of cooch Behar district, west Bengal. Studied the socio-economic profile of weavers and problems as illiteracy, financial constraints, health problems, middle man problem and poor government support. To change over the living standards cooperative structures and welfare schemes should be strengthened.

R. Vinayagamorthy (2017) presented the contributions of societies made for the weavers and working satisfaction level of the weavers towards the society. They suggested that a greater number of NGO's or social entity should be encouraged to cover maximum number of weavers to provide the online marketing opportunities.

In 2016, Muhammad Rabiul Islam Liton studied the present scenario and future challenges in Bangladesh handloom industry. The study found the reasons for shutting down of looms and suggested that government should take necessary steps to overcome the challenges for the development of the handloom industry.

According to Ankam Srinivas (2015) the problems faced by the handloom weavers in Telangana state are about the financial, marketing, production, social and health problems of Karimnagar handloom weavers at

Telangana state. The study suggested that the government should provide more assistance in forms of schemes and subsidies and also strengthen the policies and acts which supports the weavers.

### Objectives of the Study

The objective of the study follows as

1. To analyze the problems faced by the handloom durrie weavers under co-operative societies, Warangal Urban, Telangana state.

### Research Design and Sampling Method

The present study is descriptive in nature. This study is mainly based on primary data. Convenience sampling method was used to collect the sample. The sample of 100, was collected from handloom weavers of co-operative societies in Warangal urban district. Structured questionnaire was used as a main tool for collecting the primary data. The questionnaire is mainly composed of ranking of issues related to various categories such as i) production, ii) finance, iii) marketing, iv) management, v) weaver, and vi) customer. Each category is once again is sub divided in to various data items, which are as follows:

1. *Production problems* (6)- a) Procurement of raw materials, b). Lack of technology development, c). Lack of upgradations in designs, d). Migration of skilled weavers to other fields, e). High cost of production, and f). Lack of infrastructure.
2. *Finance problems* (5)- a) Tax imposition, b) Price hikes in yarn, c) Lack of Support from government (subsidies), d) Lack of Credit facilities, and e) Lack of capital.
3. *Marketing problems* (6)- a) Competition from power looms, b) Market for products, c) Lack of promotions, d) Poor marketing strategies, e) Lack of awareness to new marketing promotion tools, and f) Problems with E-com sites.
4. *Management related problems* (3)- a) Unorganized sector, b) Poor linkage chain from raw material to finished goods, c) lack of support for conducting the exhibitions, craft melas.
5. *Weavers related problems* (6)- a) Lack of knowledge about new technologies, b) Lack of training, c) Lack of skilled weavers, d) Dissatisfaction towards wages, e) Dissatisfaction towards government subsidies, f). Not satisfied towards schemes provided by the government.
6. *Customers related problems* (5)- a) Lack of relation with customer, b). Delay in knowing the customer preferences, c) Lack of availability of customer data, d). Not stressing the GI mark, e). Conveying the USP.

Warangal durrie weavers were asked to rank issues in each and every category of the problems listed above with ranks of 1 to 6, based on their perceived severity. Data is analyzed using the Henry Garret ranking technique.

### Henry Garrett Ranking Technique:

Outcomes of ranks have been converted into score value with the help of the following formula:

$$\text{Present score} = \frac{100(R_{ij}-0.5)}{N_j}$$

Where,  $R_{ij}$  is Rank given for  $i$ th item by  $j$ th individual,

$N_j$  is Number of items ranked by  $j$ th individual.

The scale value is obtained by employing Scale Conversion Table given by Henry Garrett.

### Results and Discussions

To analyse the objectives of the study, Warangal urban Durrie weavers under co-operative societies have been met and they were asked to rank data items in each category of problems related to production, finance, marketing, management, weavers, and customers. The demographic details of the sample is as follows (Age, Gender, Educational qualifications and Income levels):

Table:1  
Demographic profile of Warangal urban durrie weavers (N=100)

Age	30-40 years	19
	40-50 years	40
	Above 50 years	51
Gender	Male	69
	Female	31

Educational qualifications	Illiterate	60
	School level	40
Monthly Income levels	Rs5000-Rs10000	41
	Rs10000-Rs15000	59

Among the collected sample size (N=100), 51 percent weavers are above 50 years, 69 percent weavers are male, 60 percent weavers are illiterate and 59 percent weavers are earning between Rs10000-Rs15000 as monthly income.

The data is further analyzed category wise using Henry Garret ranking technique.

- 1. Production Related Problems:** As explained earlier, this category consists of six data items. Weavers were asked to rank them. The responses are compiled in to Table: 2.

Table: 2  
Ranking of Production Problems by Warangal urban durrie weavers

Sl.no.	Problems	Garrett Meanscore	Meanrank
1.	Delay in procurement of raw materials	44	II
2.	Lack of technology development	42	IV
3.	Lack of upgradations in designs	46	I
4.	Migration of skilled weavers to other fields	41	V
5.	High cost of production	43	III
6.	Lack of infrastructure	37	VI

Note: N=100

From, the tabulated data of table-2, it can be inferred that, majority of the weavers ranked “lack of upgradations in designs” as first, with a Garrett Meanscore of 46, followed by Delay in procurement of raw materials. They are continuing with old designs and are unable to upgrade with latest designs. This may be due to the lack of information on customer needs desires and preferences.

- 2. Finance Related Problems:** The raking of weavers on finance related problems is gathered, compiled and presented in Table: 3.

Table: 3  
Ranking of Finance problems by Warangal urban durrie weavers

Sl.no.	Problems	Garrett Mean score	Mean rank
1.	Tax imposition	37.7	V
2.	Price hikes in yarn	52.5	II
3.	Lack of Support from government (subsidies & schemes)	59.45	I
4.	Lack of Credit facilities	50.6	III
5.	Lack of capital	49.3	IV

Note: N=100

From table:3, the tabulated data reveals that, among the sub-categorization of finance problems the majority of durrie weavers ranked “lack of support from government (subsidies & schemes)” as first with a Garrett Mean score of 59.45 as first, followed by price hikes in yarn.

- 3. Marketing Related Problems:** This category consists of 6 data items and the Garrett ranking of the same is provided in Table: 4

Table: 4  
Ranking of marketing problems

Sl.no.	Problems	Garrett Meanscore	Meanrank
1.	Competition from power looms	41	V
2.	Market for products	41.7	IV
3.	Lack of promotions	39	VI
4.	Poor marketing strategies	46	I
5.	Lack of awareness to new marketing promotion tools	43	II
6.	Problems with E-com sites	42	III

Note: N=100

From table: 4, the tabular information reveals that, majority of the durrie weavers answered they are “poor at marketing strategies”. so, ranked as first with a total score of 4559, followed by lack of awareness to new marketing promotion tools.

**4. Management Related Problems:** The processed data on management related problems is provided in Table: 5

Table: 5  
Ranking of management related problems

Sl.no.	Problems	Garrett Meanscore	Meanrank
1.	Unorganized sector	48	III
2.	Poor market linkage chain from raw material to finished goods	50	II
3.	Lack of Support for conducting the exhibitions, craft melas	52	I

Note: N=100

From table:5, the tabulated data inferred that, Majority of the durrie weavers ranked “lack of support for conducting the exhibitions and craft melas” as first with a Garrett Meanscore of 52, followed by poor market linkage chain from procuring the raw material to reach the final customer.

**5. Weavers Related Problems:** Ranking of the weavers related problems is presented in Table: 6

Table: 6  
Ranking of weavers related problems

Sl.no.	Problems	Garrett Mean score	Meanrank
1.	Lack of knowledge about new technologies	47	I
2.	Lack of training	39.9	V
3.	Lack of skilled weavers	40.2	IV
4.	Dissatisfaction towards wages	46	II
5.	Dissatisfaction towards subsidies	38	VI
6.	Not satisfied towards schemes provided by the government	40.4	III

Note: N=100

From table:6, the tabular information inferred that,majority of the weavers ranked “lack of knowledge about new technologies” as first rank with a Garrett Mean score of 47, followed by dissatisfaction towards their wages. Implies, Warangal durrie weavers are not aware about the new technologies relating to the production, designs, marketing strategies and promotion tools.

**6. Ranking of customer related problems:** Garett mean scoring ranking on customer related raking is presented in Table: 7.

Table: 7

Ranking of customer related problems

Sl.no.	Problems	Garrett Meanscore	Meanrank
1	Lack of relation with customer	55	I
2	Delay in knowing the customer preferences	54.8	II
3.	Lack of availability of customer data	50	III
4.	Not stressing the GI mark	45.2	IV
5.	Failure in conveying the USP	45	V

Note: N=100

From table:7, the tabular information reveals that, weavers ranked “lack of relation with customer” as first with a Garrett Mean score of 55, followed by delay in knowing the customer preferences. It may be due to lack of awareness towards new technologies in attracting, maintaining the data and building the relationship with the customers, Warangal durrie weavers are not able to have the direct contact point with the customer.

**Findings:**

1. According to demographic profile of Warangal durrie weavers, majority (51%) of weavers are above 50 years shows that younger generations are not taking up this skill for their livelihood.
2. Due to lack of upgradation of designs on preferences of customers they are unable to capture the market.
3. Due to lack of support from government (subsidies & schemes) the durrie weavers are facing financial problems followed by, price hikes in yarn, lack of credit facilities and lack of capital.
4. Lack of awareness to new marketing promotion tools and poor marketing strategies weavers are unable to reach the customer.
5. Lack of Support for conducting the exhibitions, craft melas regularly, the durrie weavers are losing the opportunity of exposure to the market.
6. Major problem from weavers’ side reflects as lack of knowledge about new technologies which led them to stand on brick & mortar business model.
7. Lack of customer relations with durrie weavers is the major problem facing by the durrie weavers. Implies that they are unaware about the customer data.

**Recommendations/Suggestions:**

1. Efforts have to be made to retain the younger generation in the durrie weaving industry.
2. Durrie weavers should explore the opportunities like market linkages from NGO’s such as Gocoop, Tvami and by social media applications like Aalambana and others along with the TSCO orders.
3. Many on-line stores came in to existence with the encouragement by the Telangana government. These on-line sites provide the global market opportunities to the weavers like pickmycloth, Golkonda handicrafts and others. Durrie weavers should be encouraged to use this alternative to have more exposure and avenues to market their product.
4. Warangal durrie weavers can continue with the implementation of new marketing tools and strategies such as on-line marketing with NGO’s and direct marketing used in pandemic period, to increase the sales and have the direct contact with the customer.

**Limitations & Future Study:**

The study would like to point out some unavoidable limitations, they are stated below:

1. The findings of the study are based on the responses given by the weavers’ readiness to give correct information. There is a possibility of hiding certain facts.
2. Study is confined to Warangal urban district only, findings may not be generalized to all other durrie weavers over the national and international because sample size collected as small, N=100 due to time constraint and pandemic period.

**Conclusion:**

The handloom durrie weavers of Warangal Urban district running with brick and motor type of business. Still lot many opportunities are available to expand their business with support of Telangana government and also by developing the personal interests to use the emerging marketing techniques. The future scope is to study the pre and post pandemic challenges of durrie weavers of Warangal.

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