



Economic Analysis of Garment Construction Enterprise Adopted at House Hold Level by Rural Women of District Mansa

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ABSTRACT

The present study was conducted in Mansa district of south western Punjab. Krishi Vigyan Kendra, Mansa conducted five training programmes on garment construction during the year 2011 to 2016. In these training programmes, total 108 farm women and rural girls participated from different villages of Mansa District. Out of these 108 trainees, about 61 per cent trainees started stitching articles at household level on demand basis. These 66 trainees were interviewed during the year 2017-18 to study the socio-economic profile and to identify motivational factors influencing adoption of garment construction activity. The survey also focused on the level of income generation among trainees through garment construction. The study revealed that majority of the women was in the age group of 20-40 yr of age. Majority of the trainees (54.5%) was from backward or schedule caste category. The desire to augment family income and family tradition were two motivational factors behind adoption of the garment construction activity. It was found out that about 42.4 per cent ladies stitched on an average sixteen suits in a month and were earning Rs 150/- per suit as stitching charges. The expenditure incurred on the purchase of raw material for stitching suit was minimal i.e. Rs. 14/- per suit only. Average net returns from garment construction activity ranged from Rs. 2176/-to Rs. 2816/-month. The study concluded that training programmes on garment construction are helping the rural women in augmenting their family income and thus helping them to meet their basic daily needs.

Key Words: Augmentation, Garment construction, household, Income, Stitching.

INTRODUCTION

Women constitute about half of the total population, but the situation is in poor state. Various problems have been reported by the women folk during different surveys. Unemployment, economic problems, low level of education, lack of extension and knowledge in home economics, home management and entrepreneurship, inequality, social problems such as the increasing consumption of alcohol (by men), inadequate and distant or diminishing health care and social services, poor nutrition and poor health, social isolation, lack of social and cultural activities in villages are few of the major problems. Therefore, economic development of the rural women is must to change the present situation.

Women are the key to sustainable development and quality of life in the family. For the economic development of any society or a country the education and skill development of women is the most important factor. Every women needs to be economically independent in order to improve the quality of her life. Skill development among rural women is very good idea for the enhancing family income of farming families. Entrepreneurship is very good idea for the growing employment among rural women. It helps to generate employment for them within their own social system (Bains and Mahajan, 2015). Entrepreneurship is very innovative and dynamic process whereby new entrepreneur women in toy making, surf making and garment construction etc. are emerging at household level initially and at

commercial level in the long run (Kaur and Kaur, 2014). The economically independent women have the capacity to drive changes in the structure of a whole society.

In India, most of the women have been engaged in the household or agricultural activities, but their work could not get recognition in the society and they were hardly involved in any commercial activity (Kumar and Gill, 2006). In the current scenario the transformation of the social fabric of the Indian society, in terms of increased educational status of women and varied aspiration for better living, necessitated a change in the life style of Indian women (Goyal and Prakash, 2011). Keeping in view the above aspects the present study was conducted to find the impact of skill development programmes conducted by KVK for empowering rural women. The specific objectives of the study were to study the socio-economic profile and motivational factors influencing adoption of garment construction activity.

MATERIALS AND METHODS

Krishi Vigyan Kendra, Mansa, Punjab conducted five skill development training programmes on garment construction during the year 2011-16. In these training programmes, total 108 rural women from different age groups, socio-economic background and education qualification participated. The participating women were from different villages of Mansa district of Punjab State and were provided skill training based on learning by doing methodology.

After acquiring training, total 66 trainees started stitching activity at household level on demand basis. These trainees were interviewed during the year 2017-18 for the purpose of data collection. The study combined both quantitative and qualitative data collection to draw inferences.

Selection of the respondents: All the 66 women trainees that adopted garment construction activity after acquiring training at KVK, Mansa constituted the respondents for the study.

Data collection: The data were recorded on semi-structured interview schedule developed for the purpose. The interview schedule comprised both open ended and close ended questions. The respondents were personally contacted at their home during field visits and interviews were conducted. After completing initial five interviews, the interview schedule was modified to record surveyed data comprehensibly. The data collected during survey was tabulated and was analyzed. The data on socio-economic profile, motivational factors and economics of the garment construction activity was analyzed using frequencies and percentage.

RESULTS AND DISCUSSIONS

Socio-economic profile of trainees

The survey results on socio-economic profile of the trainees (Table 1) revealed that majority of the respondents (63.6 %) were in the age group of 20-40 yr followed by 19.7 per cent which were below age of 20 yr and only 16.7 per cent rural women were above the age group of 40 yr. The qualitative data revealed that women below 20 yr of age generally participated in training programmes to enhance their marriage prospects. The women above 40 yr of age participated in training programmes due to financial problems raised due to illness or death of the spouse.

On the basis of cast categorization, around 54.6 per cent respondents belonged to backward/schedule cast category whereas 42.4 per cent belonged to general category. Other two respondents (3.03%) did not reveal their cast status. The data reveals that women from landless families, small and marginal farming families were approaching KVKs to enhance their income by learning garment construction activity.

The data given in Table 1 further showed that more than one half of the respondents (53.0 %) had educational qualification below matriculation, followed by 27.2 per cent respondents with educational qualification up-to middle, primary (13.7%) and illiterate (6.1%). Majority of the

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respondent women belonged to land less families, while 28.7 per cent belonged to marginal land holding farming families while 13.7 per cent of the respondents belonged to farming families with small land holding. The deliberations with respondents revealed that participation of women with educational qualification of matriculation was more due to their awareness about skill programmes at KVK.

Table 1. Socio-economic profile of trainees.

N=66

Sr. No.	Particular	No.	Percentage
A. Age			
1.	Up to 20 yr	13	19.7
2.	20-40 yr	42	63.6
3.	Above 40 yr	11	16.7
B. Caste			
4.	General	28	42.4
5.	SC/BC	36	54.6
6.	Did not revealed	02	3.0
C. Educational qualification			
7.	Illiterate	04	6.1
8.	Primary	09	13.7
9.	Middle	18	27.2
10.	Matriculation	35	53.0
D. Land holding of the family			
11.	Land less	38	57.6
12.	Marginal farming family (< 2.5 acres)	19	28.7
13.	Small farmers (2.5 to 5.0 acres)	09	13.7

Motivational factors encouraging rural women for adopting stitching activity at household level

The data pertaining to motivational factors clearly show that majority of the rural women i.e. 69.6 per cent adopted stitching activity to supplement their family income. They revealed that their family income was not enough to meet their daily needs. The male partner of landless farming families were engaged in farm labour and were not earning enough throughout the year. Family income of women from small and marginal farming families had dwindled due to crop failures during last few years. Family indebtedness was also reason for rural women to adopt garment construction activity. This was followed by 9.1 per cent respondents who adopted this occupation to continue their family tradition.

A small number of respondents (7.5 %) adopted garment construction for economic independence as these women did not want to depend on their elders for their common needs i.e. parlor expenses, mobile phone expenses, purchase of suits and to met the daily needs of their children. Alike percentage of women i.e. 7.5 percent adopted this enterprise due to their family problems like demise or divorce with husband and 6.0 percent women adopted garment construction activity for proper utilization of their time.

Activity wise distribution of respondent women engaged in garment construction

The data presented in Table 3 show that 42.4 per cent rural women (N1 = 28) were engaged in stitching of ladies suits only. The second group (N2 = 25;

Table 2. Responsible motivational factor for adoption of stitching activity.

Sr. No.	Factor	Frequency	Percentage
1.	To supplement family income	46	69.6
2.	Proper utilization of time	04	6.1
3.	Economic independence	05	7.6
4.	Family tradition	06	9.1
5.	Demise of husband or divorce	05	7.6

Table 3. Activity wise distribution of respondent women engaged in garment construction.

Group	Enterprise	Average no. of garments constructed /month	Frequency	Percentage (%)
N1	Ladies suit	16	28	42.4
N2	Ladies suits + gents kurta pyjama	14 (9+5)♥	25	37.9
N3	Ladies suit + gents kurta pyjama + children garments	16 (8+5+3)♦	13	19.7

♥Values in the parentheses indicate no. of ladies suits + gents kurta pyjama stitched

♦ Values in the parentheses indicate no. of ladies suits + gents kurta pyjama + children garments stitched

37.9 %) of about 2/3rd of the women respondents was engaged in construction of both ladies suits and gents kurta and pyjama. The average number of ladies suits stitched was nine while average number of gents kurta pyjama stitched was five. The third group (N3 = 13; 19.7%) of women respondents was engaged in construction of ladies suits, gent kurta pyjama and children dresses (nikkar, shirts etc.). The average number of these three types of dresses stitched by this group was 8, 5 and 3, respectively. These dresses were stitched by rural women on demand basis and were collected by customers on their own.

Economic analysis of rural women engaged in different garment construction activities

The rural women engaged in stitching ladies suits were stitching on an average 16 suits per month and were getting Rs. 150/- as garment construction fees. Thus, the gross income was Rs. 2400/- month. The stitching cost was very minimal i.e. Rs. 14.0/-/suit. The expenditure incurred was on the purchase of raw material such as yarn, needle and bukram. The average net returns were Rs. 2176/-month for first group of women engaged in garment construction.

The second group of rural women engaged in stitching gents' kurta pyjama along with ladies suits

Table 4. Economic analysis of garment construction activity adopted by rural women at house hold level.

Enterprise	Average no. of garments constructed / month†	Average stitching charges (Rs. / garment)†	Average cost of cash inputs (Rs./ garment)‡	Average cost of cash inputs (Rs./ month)	Average gross returns (Rs./ month)†	Average net returns (Rs./ month)†
N1	16	150	14	224	2400	2176
N2	14 (9+5)	450 (150+300)	14 & 18	216	2850	2634
N3	16 (8+5+3)	570 (150+300+120)	14, 18 & 14	244	3060	2816

Note : Garment refer to ladies suit (shirt + salwar), gents kurta + pyjama, children garment (shirt+half shorts, night suit and frock)

‡ Average cost includes expenditure incurred on the purchase of raw material such as yarn, needle, bukram, button etc.

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Table 5. Problem faced by rural women.

Sr. No.	Problem	Frequency	Percentage
1.	Dual work	32	48.5
2.	Account keeping	34	51.5
3.	Untimely payment	39	59.1
4.	Staggered payment	35	53.0
5.	Bargaining	27	40.9
6.	Spend less time with family	16	24.2

*Multiple responses

had average gross returns of Rs. 2850/- month. The average cost on construction of ladies suits was Rs. 14.0/- and on construction of gents' kurta pyjama was Rs. 18.0/- suit, while stitching charges were Rs. 300/-kurta pyjama. Thus, the average net cost was Rs. 216/-month. Thus, average net returns of second group were Rs. 2634/-month.

The third group rural women engaged in stitching ladies suit, gents kurta pyjama along with children garments had average gross returns of Rs. 3060/-month. The average cost per month was Rs. 244/-month. The average net return for third group of rural women engaged in garment construction was Rs. 2816/-month.

These dresses were stitched by rural women on demand basis and were collected by customers on their own. Consequently, there was no problem of marketing, transportation and safety of women as reported by the respondent women. The women also reported that along with garment construction they were able to spare time to look after their children and to attend all the domestic work.

Problems faced by rural women engaged in garment construction

The data given in Table 5 revealed that major problem faced by rural women entrepreneur was untimely payment by the customers. About sixty percent (59.1 %) of the respondents reported this as the major problem. The another problem reported by 53.0 per cent of the respondents was staggered payment (long installments) by the customers. A little more than half of the respondents (51.5%)

felt that keeping monitory account was their major problem and they attributed it to their poor educational qualification.

The respondents also reported that they are not much educated to keep the record of anthropometric measurements of their regular customers for future use. About one half of the respondents (48.5%) felt that dual work like domestic work, children care and animal care etc. was creating some problems but difficulty was during initial phases only. Sharma (2004) also revealed that the burden of dual responsibilities is a major threat perceived by the women to their success in running an enterprise. Similarly, 40.9 per cent respondents revealed that bargaining by customers after the completion of stitching work creates problem in managing relation with customers. The respondents also reported (24.2%) due to stitching activity they were unable to devote time to their family.

CONCLUSION

A patriarchal mindset coupled with lack of education has led to girls and women in this area remaining dependent on their male family members. The economic upliftment of rural women is need of the time in developing country. The skill like tailoring is a weapon of liberation for rural women. This type of skill oriented training can lead to economic independence of rural women and, can augment family income of poor rural families also. The skill based trainings on garment construction are helping in economic independence of the women from poor rural families. Most of the women

getting trained in garment construction are from socially and economically backward classes with low educational qualification. Strategic planning for creation of favourable atmosphere is essential for a healthy development of entrepreneurship among rural women. On the other hand women have to come forward proactively to help themselves and their families by learning new skills. It can be concluded that training programmes focusing on rural women are helping them in attaining economic independence through entrepreneurship in garment construction enterprise.

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