

## 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 dobby 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 dobby 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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