

CHAPTER - X.

THE STUDY OF PROBLEMS OF MARKETING

Contents :

- * Nature of marketing problems of cottage products
- * Target market
- * Marketing organisations
- * Sales trend and composition
- * Channels of distribution
- * Marketing strategy
- * Sales promotion activity
- * Nature of competition
- * Study of price differences
- * Consumers survey
- * Market survey
- * Summary
- * Table showing sales and its composition
- * Table showing test of price difference
- * Table showing result of consumers survey
- * Table showing rural hats and fairs
- * Table showing relationship ^{between} hats and distance from production centre

10.1.1 Production is possible with man, machine and material, but its viability or economic relevance exist only if it is profitably marketed. Thus marketing is the ultimatum. Unless there exist a market, there will be no venture. Once, Indian market was the market of cottage products. The development of large scale industries not only created unemployment among rural artisans, but also threw them out of market. Hence artisans are facing multi-face problems.

Indian handloom products were famous in home, as well as over the world till 19th century. Though most of the market were captured by 'MILL-MADE' products and synthetic fibres, still Indian cotton products have the same prestige in the world market. Even to-day, Indian handloom products have no competitor in the world market.

Handloom produces variety of products — from low cost to high cost. Hence target consumers group is also variety. For low cost products, the target is village lower income class and for high cost fine products - the high income class of urban areas.

West Dinajpur, with a total population of 24,02,763 (as per 1981 Census) is no doubt a wide market. 88.88% of it's people live in villages and dependent on agriculture. Being a backward area, more than 85% of it's population belongs to lower and lower-middle income class. Since this area was once famous for it's handloom products, the people of this area have a general fascination towards handloom products.

10.1.2 TARGET MARKET :

Indian artisans are competent enough to produce goods for all income class and can offer attractive fashions. Since market conditions have changed because of competition with 'mill-products' — that mainly produces goods for middle income class, the marketing strategy for handloom products needed to be refrained accordingly. Hence entire consumer groups should not be the target of handloom industry. Before the industry the markets available are

- i) Rural Lower Income Class and
- ii) Urban higher Income Class.

West Dinajpur is a market of low cost products. The goods produce in the district are mostly within 80 counts of yarn. Selection of a specific consumers group is essential for proper marketing of products. Since rural and urban choices differ widely, it is not feasible for an artisan to produce goods choiceable to both class of people. In view of competition in market, conduct of 'Market Research' is also very much essential, before the goods are produced. Since conduct of marketing research is not a job for an artisan individually, it is supposed to be the duty of District Handloom Development Centre. But no such activity has yet been undertaken by the Development Centre. We also enquired into the marketing cell of D.I.C. and we find nothing to be mentioned here.

10.1.3 MARKETING ORGANISATIONS :

Handloom production is a longer process. Therefore, it is not feasible on the part of artisans to undertake selling activity. So the artisans have to depend upon the intermediaries. These intermediaries, more specifically, the mahajans undertake to sale the products and

thus control the market of finished goods. The types of marketing organisations operating in the district are :-

* TANTUSREE :

It is the retail outlet of National Handloom and Powerloom Development Corporation. There are only two of such outlet operating in the district, and have their authorised dealers, in the urban and semi urban areas. These outlets have their own show room, where one could see the handloom products on display.

* TANTUJ :

It is the retail outlet of West Bengal State Weavers' Co-operative Society, the apex body at State level. Only one outlet of this type operating in the district, with its large number of authorised dealers.

This type of organisations are really suitable for marketing of handloom products. The joint campaign of such organisations not only increases sales but also creates product image. The sales of these outlet increasing day by day.

* AUTHORISED DEALERS (of Tantuj and Tantusree) :

The dealers are operating throughout the district, both in urban and semi urban areas. These dealers procure goods from the main outlet and sale them out.

* DIRECT SALES BY MAHAJANS (in Urban and Rural Markets) :

Mahajans procure goods from the artisans both in HHI Sector and NHHI Sector. The goods so procured are either sold by them directly in the urban markets or through their agents both in rural and urban markets. These Mahajans are many and scattered. They, in true sense, the only media for selling the goods produced in HHI and NHHI Sector.

* DIRECT SALES BY ARTISANS (in village hats) :

The very small producers, who produce only the low cost products namely, 'GAMSA', 'LUNGI', 'SAREE' (Upto 40 count), sale their goods directly in the village hats. The number of such sellers though not negligible, but insignificant in respect of their volume of sales.

Tantuj and Tantusree sales only those goods that are produced at the Co-operatives. Hence the vast number of artisans operating in HHI and NHHI Sector depend upon the Mahajans for marketing of their products. Since no other alternative is available, Mahajans play the role of 'MONOPSONY' and enjoy the cream of the industry. The Mahajans are exploiting the artisans in two way. Firstly they offer very lower margin to the artisans and secondly they do not release the funds in time. Only the half of the amount released in kind, by way yarn and for the remaining half the artisans have to wait at least 2 to 3 months.

10.1.4 No collective effort has yet been made or organised for marketing of the products produced in HHI and NHHI Sector. More clearly, what we like to mean that the artisans have not yet formed any Co-operative marketing society, which may be very much useful not only from the point of view of artisans, but also from the point of view of consumers. Since there is no means other than mahajans, the artisans are getting poor day by day and do not get the value of work. So the present system of marketing is not at all healthy for both artisans and consumers. A network of distribution having large number of retail outlets in both rural and urban areas, in the form of Handloom Co-operative Marketing Society, like Co-operative Agriculture marketing society, may be helpful to artisans and also may expand the existing market and competitive strength of the artisans.

10.2.1 SALES TREND AND COMPOSITION :

Estimated sales of handloom products from 1965-66 to 1979-80, in the district of West Dinajpur given in table T 10.2.1. The overall growth rate calculated from the table is 9.6% p.a. From the annual growth rates, it appears that from 1965-66 to 1975-76, the annual growth rate was minimum and reached even to negative. The major reason behind the fall of sales was the economic disorder due to Bangladesh turmoil during that period. However after 1976, we noticed phenomenal growth in sales. In the year 1978-79 the annual growth rate reached to 69.46%. Increase in sales during 1976 to 1980^{was} resulted by the Janata Saree plan (introduced in 1975) and rebate scheme (10% to 20%) during 1978.

10.2.2 A further analysis of sales shows that the share of co-operative retail outlets in the total sales was 15% during 1965-66 and had reached to 27% during 1979-80. The increasing share in Sales is attributable to the increase in number of dealership. Here one may suggest, that expansion of dealership network may further enhance the sale. Handloom Products are mainly consumed by the village peoples. It appears from the analysis that the share of rural sector of the total sales ranging between 65% and it was more or less constant.

10.2.3 The Dinajpur market is mainly a market of low cost products, namely, Gamsa, Lungi, Dhuti and Sarees of coarse yarn, as the major people, belong to poor income class. The sales of costly goods is limited in urban areas and their percentage to total sales was 14% to 15% during 1965 to 1980.

Thus we may conclude that there are market for handloom products in the district of West Dinajpur, specially the

Table T10.2.1

SALES OF HANDLOOM PRODUCTS IN WEST DINAJPUR AND ITS CLASSIFICATION.

Year	Sales (Rs. in lakhs)	Annual Growth Rate (%)	Market Share (in %)		Share of channels (in percentage)		Share of variety (in percentage)		
			Rural	Urban	Co.op. ¹	Others ²	Low cost ³	Middle cost ⁴	High cost ⁵
1965-66	35.12	-	65	35	15	85	60	25	15
66-67	35.99	2.19	66	34	14	86	61	24	15
67-68	36.32	1.19	66	34	14	86	65	18	17
68-69	36.36	0.11	67	33	14	86	63	22	15
69-70	36.18	(-)0.49	66	34	15	85	63	22	15
70-71	36.37	0.52	65	35	15	85	61	21	18
71-72	36.95	1.31	65	35	16	84	61	21	18
72-73	38.00	3.12	58	42	16	84	61	25	14
73-74	40.00	5.26	55	45	17	83	62	25	13
74-75 ⁶	40.70	1.75	60	40	17	83	61	24	15
76-76 ⁶	42.20	3.68	58	42	18	82	62	24	14
76-77	43.70	3.55	65	35	18	82	65	22	13
77-78 ⁷	55.32	26.59	68	32	20	80	69	17	14
78-79 ⁷	93.75	69.46	65	35	25	75	67	20	13
79-80	128.25	36.80	67	33	27	73	66	20	14

Source: District Handloom Development Centre (estimation)

1. Co.op means Sales at Co-operative retail outlets of Trantusree and Tantuj and their dealers network
2. Others includes artisans + mahajans and their agents
3. Low cost denotes, products upto 40 count of yarn namely GANSA, LUNGI, BED COVER, DHUTI, SAREES, NET
4. Medium cost denotes products of 40 to 80 count of yarn
5. High cost denotes products of 80 to 120 count of yarn

6. Introduce Janata Saree scheme
7. Introduce Rebate Scheme (from 10% to 20%)
8. 1 Count = No. of hank per pound
9. 1 Hank = 7 Lee or 840 yard of yarn

* O.G.R. = 9.6%
(Overall growth rate).

It is interesting to know, whether changes in the relative share (% of total sales) of varieties of products was significant or not. Statistically said, whether standard deviation in relative share of varieties over the period, differed from one to another or not. For this we have used 'F' statistic, and compared the variance (σ^2) of each distribution of varieties over the period.

$$\text{Here } F = \frac{n_1 s_1^2 / (n_1 - 1)}{n_2 s_2^2 / (n_2 - 1)} \quad \text{with df } (n_1 - 1), (n_2 - 1)$$

Where n_1 and n_2 are number of observation and s_1 and s_2 are Standard deviation of each distribution.

In our problem we have 3 varieties namely low cost (X1), Medium cost (X2) and High cost (X3), so we have compared

σ_1 with σ_2

σ_1 with σ_3

σ_2 with σ_3

For this we have calculated

$$F_{12} = \frac{n_1 s_1^2 / (n_1 - 1)}{n_2 s_2^2 / (n_2 - 1)} \quad \text{to test } \sigma_1 \text{ and } \sigma_2$$

$$F_{13} = \frac{n_1 s_1^2 / (n_1 - 1)}{n_3 s_3^2 / (n_3 - 1)} \quad \text{to test } \sigma_1 \text{ and } \sigma_3$$

$$F_{23} = \frac{n_2 s_2^2 / (n_2 - 1)}{n_3 s_3^2 / (n_3 - 1)} \quad \text{to test } \sigma_2 \text{ and } \sigma_3$$

Our Null Hypothesis is $H_{01} = \sigma_1 = \sigma_2$

$$H_{02} = \sigma_1 = \sigma_3$$

$$H_{03} = \sigma_2 = \sigma_3$$

Given the data in table T 10.2.1 we have calculated the following :-

$$n_1 = 15$$

$$n_2 = 15$$

$$n_3 = 15$$

$$\bar{x}_1 = 63.13$$

$$\bar{x}_2 = 22$$

$$\bar{x}_3 = 14.86$$

$$\sum (x_1 - \bar{x}_1)^2 = 99.63$$

$$\sum (x_2 - \bar{x}_2)^2 = 90$$

$$\sum (x_3 - \bar{x}_3)^2 = 37.74$$

$$s_1^2 = \frac{\sum (x_1 - \bar{x}_1)^2}{n_1} = 6.642$$

$$s_2^2 = \frac{\sum (x_2 - \bar{x}_2)^2}{n_2} = 6.000$$

$$s_3^2 = \frac{\sum (x_3 - \bar{x}_3)^2}{n_3} = 2.516$$

Calculated value of :-

$$|F_{12}| = \frac{n_1 s_1^2 / (n_1 - 1)}{n_2 s_2^2 / (n_2 - 1)}$$

$$|F_{13}| = \frac{n_1 s_1^2 / (n_1 - 1)}{n_3 s_3^2 / (n_3 - 1)}$$

$$|F_{23}| = \frac{n_2 s_2^2 / (n_2 - 1)}{n_3 s_3^2 / (n_3 - 1)}$$

Since $n_1 = n_2 = n_3$

$$\text{We have } |F_{12}| = \frac{s_1^2}{s_2^2} = \frac{6.642}{6.000} = 1.107$$

$$|F_{13}| = \frac{s_1^2}{s_3^2} = \frac{6.642}{2.516} = 2.630$$

$$|F_{23}| = \frac{s_2^2}{s_3^2} = \frac{6.000}{2.516} = 2.380$$

Table value of 'F' with d.f. 14, 14 at 5% level = 2.13

It appears that $|F_{12}| < F_t$ - Hence H_{01} i.e. $\sigma_1 = \sigma_2$ is accepted i.e. $\sigma_1 = \sigma_2$

but $|F_{13}| > F_t$ - Hence H_{02} i.e. $\sigma_1 = \sigma_3$ is rejected i.e. $\sigma_1 \neq \sigma_3$

and $|F_{23}| > F_t$ - Hence H_{03} i.e. $\sigma_2 = \sigma_3$ is rejected i.e. $\sigma_2 \neq \sigma_3$

Therefore we conclude that gain or loss in market share over the period in between low and medium cost goods was insignificant but it was significant in between low and high and middle and high cost.

low cost products in the rural area . The sales can be boost further if dealers network can be expanded and sale promotion schemes are adopted.

10.2.4 So far export sale is concerned, we have failed to collect information about the yearly export value. However, from the survey of wholesales markets we have seen that there are wholesaler buyers from other districts and states. The Dinajpur products are mainly exported to Bihar and Assam and also to adjoining districts, namely Darjeeling, Jalpaiguri and also to Bangladesh.

10.3.1 CHANNELS OF DISTRIBUTION :

So far channel of distribution is concerned we have noticed that the direct sale by the artisans is insignificant. The sales made were either through the mahajans or through the co-operatives. Since goods produced outside the co-operatives are not sold over the counter of co-operatives retail outlet, the producers in HHI Sector and NHHI Sector depend upon the mahajans. We know that the channel is associated with cost; shorter the channel - lower the cost, longer the channel greater the cost. Since handloom products costs more than mill products, the difference to some extent can be reduced by shortening the channel of distribution. Hence co-operative sale counters are the ideal form for sale of handloom products.

10.4.1 MARKETING STRATEGY :

The major drawback of handloom marketing was that they have no appropriate marketing strategy. The use of brand name and trade mark is totally out of practice and advertisement is only made by the apex body at State and Central level. Advertisement is an useful instrument for creation of product image and for sale promotion. Since

producers are tinny, it is not possible on their part to adopt any marketing strategy. If an apex body for marketing of handloom products be created at district level, the system not only be able to eliminate mahajans from the channel of distribution, but also be able to undertake such activities as will induce sales. Again use of brand name and trade mark may be encouraged to create image of product in consumers psychology. The use of guarantee scheme regarding the colour of the product may also promote sales.

10.5.1 SALES PROMOTION ACTIVITY :

To promote sales of handloom products, the government has taken multiple sales promotion strategy. During 1976 the government of West Bengal undertaken Janata Saree plan. This product is mainly a low cost product suitable for both general artisans to produce and lower income class for consumption. The government of India gives a subsidy of Re.1 (one) per square metre of cloth produced under this scheme.

The government has also introduced 'Price-cut' from 5% to 20% on handloom products on and from the year 1978 to promote sales and rescue this industry from competition. Since government has no scheme for general artisans, producing goods in HHI Sector and NHHI Sector, a scheme for supply of yarn at a subsidised rate, at least coarse yarn, will be very much useful and will surely be helpful to large number of artisans who are producing goods of coarse yarn, namely dhuty, gamsa, bed cover, net, etc.

10.5.1 COMPETITION :

It is generally supposed that handloom products are not subject to the competition of mill made goods, because of the high degree of artistic skill required

for their manufacturing. From this belief the corollary is drawn that handloom goods do not require any positive protection against competition. Now, while it is true that machine can not produce goods of the same artistic quality and range as the personal skill and creative imagination of the artisans, a complacent belief in the immunity of handlooms to the competition of Mill-made goods is erroneous for several reasons. In any case it needs several qualifications.

Firstly though mill-made goods may not compete with handlooms directly, their indirect effect on the size of the market for handlooms is enormous. Secondly machines may not produce exactly the same goods as handlooms, but they do produce similar goods for the same uses. Thirdly machine-made goods may not have the same intricate and ingenious artistry as handlooms, but they have sufficient beauty and variety to charm the modern consumers.

We may put forward a lot of arguments both in favour and against. But it is agreed fact that the handloom industry in India have come to an edge, because of Mill-made products. The fact of competition and need for protection has also been recommended by every committee on handloom Industries.

It seems that the degree of competition is not same in urban as well as in rural markets. The competition is more acute in urban markets than in rural market. This is because of the role of channel of distribution. Again the competition is acute mainly in case of medium cost products than in case of low cost and high cost products.

10.6.1 THE STUDY OF PRICE DIFFERENCES :

Consumers belong to lower income class are generally price sensitive and it is also an established fact that price is an important factor that influences consumers behaviour. From this point of view, we have studied the retail price of five products, which are produced both in mill and handloom. It is needless to cite again that these pairs of products are not identical in all respects. But are nearer to each other. The study of retail prices of the products shows that of the 5 cases, handloom product is cheaper in two cases. The price differences are also tested and 't' value shows that the differences are not significant at 1% level significance.

From the study of price differences we lead to the conclusion that price is not the only obstacle to promote sale. So we have interviewed a few consumers (Table 10.7.2) to unfold the reasons responsible for adverse attitude of consumers as to the handloom products.

10.7.1 CONSUMERS SURVEY :

To identify the clues that affect the marketing of handloom products, we have interviewed 50 consumers independently from different places and markets. We asked them 6 aspects of cloth namely Design; Colour, Aristocracy, Retaintivity, Price and Quality. The consumers were then asked to remark on each of the aspects, as they think appropriate for handloom products. The scores were classified under two heads : Positive and Negative remarks from the point of view of handloom products. The result of the test given in table T 10.7.1; shows that design has got 19 out of 50 i.e. 38% positive remark and 31 out of 50 i.e. 62% negative comment, colour - 23% positive, 72% negative, retentivity - 73% positive, 22% negative; price 52% positive and 48% negative and quality 42% positive and 58% negative comments.

Table T 10.7.1
RESULT OF CONSUMERS SURVEY (MARKET)

Aspects	Total respondents	Positive responses	% of total	Negative responses	% of Total
Design	50	19	38	31	62
Colour	50	14	28	36	72
Aristocracy	50	42	84	08	16
Longivity	50	39	78	11	22
Price	50	26	52	24	48
Quality	50	21	42	29	58

Among the others, price and longivity of fibre products are two important factors influence the buying behaviour of most of the consumers (specially poor class). Therefore a sample study was conducted with a view to test the consumers opinion (given in table T 10.7.1) about price and longivity of handloom products.

So far price is concerned, average retail price of five products produce both in handloom and in mill (paired on the basis of ~~xx~~ similarity) were collected, which is given below :-

Table T-10.7.2

DIFFERENCE OF PRICE OF POPULAR FIVE ITEMS PRODUCED BOTH IN
HANDLOOM AND MILL

Item	Price of Handloom (x)	Price of Mill (y)	Difference $d = (x-y)$	d^2
1	32.00	40.00	-8	64
2	80.00	72.00	8	64
3	375.00	390.00	-15	225
4	60.00	55.00	5	25
5	125.00	128.00	7	49
$n = 5$			$\sum d = -3$	$\sum d^2 = 427$

To interpret the above price difference statistically, we have used 't' test.

Where 't' = $\frac{\bar{d}}{s/\sqrt{n-1}}$ with (n-1) d.f.

\bar{d} = mean difference

s = standard deviation of the difference = $\sqrt{\frac{\sum d^2}{n} - \left(\frac{\sum d}{n}\right)^2}$

n = number of samples

Our null Hypothesis (Ho) is $\bar{x} = \bar{y}$, i.e. Price difference between handloom products and mill made products is not significant.

Calculated value of 't' = - 0.013015

where \bar{d} = - 0.6

s = $9.22 = \left(\sqrt{\frac{427}{5} - \left(\frac{-3}{5}\right)^2}\right)$

df. = 5-1 = 4

Table value of 't' with d.f.4 at 5% and 1% level of significance is 2.13 and 3.75 which is greater than the calculated value.

Since calculated $|t| <$ table value of 't', null hypothesis is accepted i.e. $\bar{x} = \bar{y}$ or in other words retail price differences in between handloom products and mill made products are not significant. Therefore we may conclude that price may not be the only factor affecting marketing of handloom products.

As to the longevity of products, data relating to the longevity was collected from house-wives using handloom, powerloom and mill-made products (Saree). The data presented below :-

Table T 10.7.3

LONGIVITY (in days relating to the common Sarees produce in all sector upto 60 S)

X1 Handloom	X2 Powerloom	X3 Mill-made
165	158	175
160	160	155
155	175	149
150	152	155
162	168	162

To test, whether longivity of different categories of product differs significantly or not, we have carried out Analysis of Variance of the above samples

Our hypothesis is population means are equal i.e.

$$\bar{X}_1 = \bar{X}_2 = \bar{X}_3$$

Our calculation run as follows :-

Sample data (after reducing by 160)

X1	X1 ²	X2	X2 ²	X3	X3 ²		
5	25	- 2	4	15	225		
0	0	0	0	- 5	25		
-5	25	15	225	-11	121		
-10	100	- 8	64	- 5	25		
2	4	8	64	2	4		
T1=-8		T2= 13		T3 = 4		T = 9	
Total of square		154	357	400	$\sum \sum x_j^2 =$		911
Sample size		N1 = 5	N2=5	N3=5	N=15		

$$\text{now C.F.} = \frac{T^2}{N} = \frac{81}{15} = 5.4$$

$$\text{Total S.S.} = \sum \sum x_{ij}^2 - \text{C.F.} = 911 - 5.4 = 905.6$$

$$\begin{aligned} \text{S.S.B} &= \sum \left(\frac{T_i^2}{N_i} \right) - \text{C.F.} \\ &= \left(\frac{-8^2}{5} + \frac{13^2}{5} + \frac{4^2}{5} \right) - 5.4 = 44.4 \end{aligned}$$

$$\begin{aligned} \text{S.S.E} &= \text{Total S.S.} - \text{S.S.B} \\ &= 905.6 - 44.4 = 861.2 \end{aligned}$$

Analysis of variance Table

Source of variation	S. S.	d. f.	M. S.	F Values	
				Observed	Table
Between groups	44.4 (SSB)	2 (3-1)	22.2 (SSB/df)	0.3096	F = 3.89
Within groups (Error)	861.2 (S.S.E)	12 (5-1)+(5-1)+(5-1)	71.7 (S.S.E./df)	MSB / MSE	
Total	905.6	14 (15-1)			

Since the observed value is less than table value, null hypothesis is accepted i.e. population means are equal or in other words longevity of cotton fabrics is more or less same irrespective of the mode of production. Hence we conclude that there are some other factors which influence the buying behaviour of consumers. They may be advertisement, colour or design which can be ~~can~~ improved in case of handloom products.

It follows from the above study that design (printing) and colour are two important attributes that are against the handloom products. Thus we may conclude that improve modern design and colour combination may give a thrust to the marketing of handloom products.

10.8.1 MARKET SURVEY :

Being a underdeveloped and backward area, the village 'Hat' and 'Fair' still the central place of purchase and sale of consumable products. The share of retail sales undoubtedly be higher in village hats and fairs. Therefore a knowledge of hats and fairs is very much useful in formulating marketing strategy. As shown in table T 10.8.1, in the 3 Sub-divisionsof West Dinajpur there are 11 hats of 'A' category, 22 hats of 'B' category and 172 hats of 'C' category. 'A' category hats are meant for wholesale (large scale) purchase and sale; 'B' category hats are meant for wholesale and retail purchase and sale and 'C' category hats are meant for only retail purchase and sale. Besides these hats, there are 133 fairs take place on different occasions. The important hats dealing in handloom products given in table T 10.8.2. The rank of these hats in terms of sales and distance from main production zone has been correlated. It appears that distance of market from main production zone is undoubtedly an important factor and is to be considered with proper weightage at the time of formulation of distribution network.

Note : Hat means unorganised village market, that take place once or twice in a week. It is the nerve centre of village community.

Table T 10.1

DISTRIBUTION OF RURAL HATS AND FAIRS SUB-DIVISION WISE

Name of the Sub-Division	Village hats			Fairs	Total of Rural Markets
	A ¹	B ²	C ³		
Balurghat	3	9	40	53	105
Raiganj	6	10	86	63	165
Islampur	2	3	46	17	68
Total	11	22	172	133	338

Source : District Information Centre,

1. 'A' denotes Whole-Sale market
2. 'B' denotes Whole-Sale and retail Market
3. 'C' denotes Retail Markets

Table T 10.8.2

DISTRIBUTION OF MAJOR HATS DEALINGS HANDLOOM PRODUCTS, THEIR RANK IN TERMS OF SALES AND DISTANCE FROM MAIN PRODUCTION ZONE

Name of Hats	Major Items sold	X Rank according to sales	Distance (K.M.)	Y Rank according to distribution	D (X-Y)	D ²
Billaspur	A, B	4	15	3	1	1
Itahar	A, B	1	10	2	1	1
Kushmandi	A, B, C	8	25	5	3	9
Hemtabad	A, B, C	5	5	1	4	16
Islampur	B, C, D, E	75	10	10	0	0
Rasakhoa	A, B, C	2	20	4	2	4
Dhankoil	A, B, C, D, E	3	30	7	4	16
Chopra	B, C, D	11	100	11	0	0
Saraihat	B, C, D	6	28	6	0	0
Hili	B, C, D	9	40	9	0	0
Saheb Kachari	A, B, C, D, E	7	32	8	1	1
N = 11					$\sum D^2 = 48$	

Source : District Handloom Development Centre
&
District Gazeteer

Note : Smaller the Distance - Smaller the rank
Higher the Sales - Smaller the rank

Notation : A = Dhuti, B = Saree, C = Gamsa
D = Lungi, E = Net & others

It appears from Spearman's Rank
Correlation Co-efficient $r = 1 - \frac{6\sum d^2}{N^3 - N} = 1 - \frac{6 \times 48}{11^3 - 11} = +.781$

That sale of handloom products is not uniform in every hats.
The hats around the production centre dealing more handloom products than those at distance.

10.9 SUMMARY :

The study in this chapter brings out the following :

- * There are scope for marketing of handloom products.
- * West Dinajpur is a market of low cost products.
- * The Mahajans play an important role in marketing of products.
- * The village hats are main centre of marketing.
- * Co-operative marketing society has a high degree probability to be survived.
- * Expansion of Co-operative retail outlets may boost the sale of handloom products.
- * The design and colour of products needed to be improved. Thus training of artisans is necessary.
- * Price difference is not at all a factor responsible for poor performance of handloom sector.
- * The industry needs a scientific approach to marketing, for which marketing research is an utmost need. Though it is supposed to be the duty of the development centre but they have done little in this respect.