



Current Scenario and Utilization Pattern of Chokla Wool in Rajasthan

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Abstract

The present study was conducted with a prime objective of finding current utilization pattern of chokla wool in Rajasthan. Chokla wool is abundantly available in Loonkaransar and Bikaner tehsils particularly towards eastern and southern parts of Bikaner. To collect the required information a survey was carried out in Bikaner wool mandi. Information about utilization pattern was collected from 30 shopkeepers who deals with the sales of this wool, and 30 customers were also selected for the study. The finding of the study reveals that Chokla wool is only used for carpet and rug making. Production of this wool is declining day by day. Numbers of reasons are associated with it like poor government policies towards shepherds, import of other international wool and large number of cross breeding programs etc. In the 10 years till 2020, wool consumption by the country's processing units increased by 50%, but the use of indigenous wool fell to almost 10% of the total current sales in Bikaner (Rajasthan). There is a need to make this sector lucrative by raising awareness, improving access to pasture lands, facilitating marketing of wool, offering remunerative prices, and upgrading the supply chain for herders who are on the bottom rung of the ladder.

Key words : *Current scenario, utilization pattern, chokla wool.*

Introduction

Fibre has been of great importance to man and rank second only to food in their usefulness. Rajasthan accounts for more than fifty per cent of the total sheep population. Rajasthan is the biggest wool-producing area in India. Of the total wool production in India, 40-50 per cent comes from Rajasthan. Chokla, Marwari, Jaisalmeri, Magra, Malpuri, Sonadi, Nali and Pungal breeds of sheep are found in the region. Chokla sheep produce fine carpet wool compared to all the other Rajasthan breeds. It is also known as Rajasthan Merino. Bikaneri Chokla is abundantly available in Loonkaransar and Bikaner tehsils particularly towards eastern and southern parts of Bikaner. Bikaneri Chokla wool deemed to be the best carpet wool in the world. (1).

Population of Chokla sheep was 0.886 million during 2007 census. The numbers are declining due to natural reasons and large scale crossbreeding programmes for converting Chokla for apparel wool production. These breeds produce fine quality wool which can be used by apparel sector, and this has led to a decline in numbers of pure Chokla breed and because of this the quantity of this wool has also decreased. A healthy Bikaneri Chokla sheep produces more than 2.5 kg of fleece in a year (2, 3).

The demand for Chokla wool today is a derived demand, arising from the demand for carpets, both in domestic and international markets. The production is not in line with demand which led to the import of large quantities of wool in India. Indian woolen industries are

also importing nearly 60 million Kg of wool from Australia, New Zealand and other countries in order to meet the domestic requirements of apparels, worsted yarn and other products.

The single weakest link after production of wool is marketing of wool. Wool marketing is essentially in the hands of private wool merchants and traders. The producer of wool rarely takes the wool to the markets. A substantial proportion of wool is purchased by village merchants. The merchants/commission agents in wool market sell wool on behalf of village merchants or purchase the wool for themselves. There is a common practice of wool producers selling their wool per animal basis well before the shearing season by taking money in advance. The reasons for village level selling are ascribed to distant locations of wool mandies causing transportation problem.

Materials and Methods

Locale of the study : The study was conducted at Bikaner because Bikaner is the largest wool market in Asia and hub for Chokla wool. Researcher belongs to Bikaner and is well conversant with the local language.

Selection of the sample

Sample for the collection of information about present utilization pattern of Chokla wool : For this purpose 60 respondents were selected randomly. A sample of 30 shopkeepers and 30 consumers was selected. A list of shops at wool mandi was prepared and those

Table-1 : General profile of the respondents dealing with purchase and sale Chokla wool. N=60

S. No.	Aspects	Categories	Customers (30)		Shopkeepers (30)	
			f	%	f	%
1.	Age in years	20-40	5	16.67	2	6.67
		40-60	15	50	17	56.67
		60-80	10	33.33	11	36.67
2.	Sex	Male	30	100	30	100
		Female	0	0	0	0
3.	Designation	Owner	26	86.67	30	100
		Manager	4	13.33	0	0
4.	Educational qualification	Post graduation	19	63.33	5	16.66
		Graduate	7	23.33	16	53.33
		High school	4	13.33	9	30
5.	Technical training	Yes	0	0	0	0
		No	30	100	30	100
6.	Type of unit	Independent	27	90	24	80
		Partnership	3	10	6	20

Table-2 : Specific information of wool mandi shops. N=30

S. No.	Aspects	Categories	f	%
1.	Total area covered by the unit	50 x 80 sq. feet	22	73
		50 x 120 sq. feet	8	27
2.	Working hours of the shop	10 A.M. – 5 P.M.	30	100
3.	Establishment year of the shop	1950 – 1970	6	20
		1970 – 1990	15	50
		1990 and above	9	30
4.	Able to meet demands	Yes	9	30
		No	21	70
5.	Sources of raw material	(a) By auction at wool mandi	30	100
		(b) Directly from shepherds	0	0
		(c) From wholesaler	0	0
6.	Wool is brought to the mandi by	(a) Shepherds	0	0
		(b) Wool merchants	30	100
		(c) Middleman	30	100
7.	Criteria to fix price of raw material	(a) On the basis of color	30	100
		(b) According to demand	0	0
8.	Price of different coloured wool	Colour	Rupees/ kg	
		(a) White	150	
		(b) Yellow	100	
		(c) Brown	35	
		(d) Black	20-25	

shopkeepers who were willing to participate were selected. With the help of shopkeepers a list of consumers was prepared along with their phone number and general details. All respondents were contacted and asked about their willingness to cooperate, again a list of willing respondents was prepared from which randomly 30 respondents were selected.

Development of tool

Keeping in mind the objectives of the study two structured interview schedule and two preference rating scales were developed.

Structured interview schedule 1 : For the information

related to present utilization pattern of Chokla wool from shopkeepers.

Structured interview schedule 2 : For the information related to present utilization pattern of Chokla wool from customers.

Structured interview schedule 1 : An interview schedule was formulated in order to explore information about present utilization pattern of Chokla wool from the persons dealing with marketing of Chokla wool at wool mandi. It consisted of the questions related to general profile of the respondents, specific information of shop, purchase and sale of Chokla wool, it also includes questions related to yearly turn over and market for this wool, present and past

Table-3 : Percentage distribution of the respondents from wool mandion the basis of sale. N=30

S. No.	Aspects	Categories	f	%
1.	Purpose of purchase the wool fiber	(a) To sale it further	30	100
		(b) For making yarn	0	0
2.	Buyers of Chokla wool fiber	(a) Wholesaler	0	0
		(b) Retailer	0	0
		(c) Ultimate user	30	100
		(d) Middlemen	0	0
3.	Form in which Chokla wool is sold	(a) Raw wool	30	100
		(b) In yarn form	0	0
		(c) In blended form	0	0

Table-4 : Marketing of Chokla wool by the respondents. N=60

S. No.	Aspect	Category	Shopkeepers		Customers	
			f	%	f	%
1.	Market of Chokla wool	(a) Local	30	100	19	63.33
		(b) In state	30	100	12	40
		(c) Inter State	3	10	28	93.33
		(d) International	0	0	29	96.67

Table-5 : Problems faced by the respondents and reasons for decline in the availability of Chokla wool. N=60

S. No.	Aspects	Categories	Shopkeepers		Customers	
			f	%	f	%
1.	Problems faced at various stages	(a) Raw material procurement	6	20	12	40
		(b) Marketing	0	0	6	20
		(c) Demand and supply	24	80	23	76.67
		(d) Labour problems	9	30	21	70
		(e) High price of raw material	11	36.66	19	63.33
2.	Profitable	(a) Yes	7	20	18	60
		(b) No	23	80	12	40
3.	Reason for decline in the availability of Chokla wool	(a) Availability of various other wool in the market	30	100	30	100
		(b) Cost of Chokla wool is higher than other wools	17	56	16	53
		(c) Use of cheap quality New zealand wool in carpet making	19	63	26	86
		(d) Poor government policies towards shepherds	30	100	30	100
		(e) Uses of Chokla wool is limited	4	13	11	36
		(f) This wool is coarser	16	53	13	43
		(g) Large scale crossbreeding programmes for converting Chokla into apparel wool	24	80	24	80
4.	Health hazards due to Chokla wool fiber	(a) Physical	0	0	0	0
		(b) Respiratory	13	43	10	33

scenario of its production and utilization, problems and its reasons for the decline in availability of Chokla wool.

Structured interview schedule 2 : This interview schedule was formulated in order to collect information from the ultimate users of this wool. It consisted of the questions related to general profile of the respondents, specific information of their unit, processes performed, Yearly turn over and market for this wool, with a great emphasis on end use, problems and market of Chokla wool yarn and its products.

Procedure of data collection

Step I : Collection of information

Collection of information regarding present utilization pattern of Choklawool : In order to know present utilization pattern of Chokla wool, two structured interview schedule were developed to find out utilization pattern of Chokla wool by 60 respondents (30 shopkeepers and 30 customers). Under these interview schedules question related to general profile of the respondents, specific information of their unit and shops, Yearly turn over and market for this wool, processes performed, end use,

Table-6 : Processes performed by textile units. N=30

S. No.	Aspects	Categories	f	%
1.	Purpose of purchase the wool fiber	(a) For making yarn	29	96
		(b) For product making	16	53.3
2.	Processes performed at unit	(a) Cleaning	30	100
		(b) Carding	30	100
		(c) Combing	30	100
		(d) Spinning	29	96.67
		(e) Carpet making	16	53.33
		(f) Rug making	4	13.33
		(g) Felts	1	3.33
3.	Blends of Chokla wool	(a) Other wool fibers	29	96.67
		(b) Synthetic fibers	30	100
		(c) International wool	30	100

Table-7 : Yearly consumption of Chokla wool by shopkeepers and textile units. N=60

S. No.	Yearly consumption	In quintals	
		Shopkeepers	Textile units
1.	2008 – 2009	30104	25673
2.	2009 – 2010	38308	30164
3.	2010 – 2011	35505	26630
4.	2011 – 2012	30900	23810
5.	2012 – 2013	25500	17061

problems associated and questions related to demand and market of Chokla wool yarn and its products were asked.

Analysis of data : After collection of data the same was coded and analyzed :

Frequency : Data obtained from structured interview schedule was expressed in frequency.

Percentage : The data obtained from structured interview schedule tabulated according to the scores/ frequency and converted into percentage.

N : Sample size

Results and Discussion

This section of the study set forth clearly and precisely the findings and interpretation in the context of major objectives of the study, thus providing a bird eye view of the complete study, which makes this section as most significant and critical part of the research work. The data have been organized and analyzed by taking into account the objectives of the study. All the pertinent information has been categorized and reported under following major sections :

General profile of the respondents : General information of the respondents was collected through a structured interview schedule and has been summarized to depict a clear picture of sample under study and presented below :

Present utilization pattern of Chokla wool : Table-2 represents some specific information related to shops of

wool mandi which was collected from shopkeepers regarding structural and some other aspects, which were as follows :

In the 10 years till 2020, wool consumption by the country's processing units increased by 50%, but the use of indigenous wool fell to almost 10% of the total current sales in Bikaner Rajasthan.

Conclusions

India is the seventh-largest producer of wool and accounts for nearly 2 to 3% of total world production. Due to the insufficient domestic production, India depends on imports for raw wool. So, there is a need to make this sector lucrative by raising awareness, improving access to pasture lands, facilitating marketing of wool, offering remunerative prices, and upgrading the supply chain for herders who are on the bottom rung of the ladder.

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