

## Underutilization of Skills among Handloom Weavers: A Potential Driver towards Turnover Intention

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### ABSTRACT

The handloom sector, being a labor-intensive industry involving the technique of hand-made production process, which fundamentally depends on its human resources for the production of hand loom products is abundant with artisanal craftsmanship and cultural heritage but still undergoes the challenge of underutilization of skills among weavers that can act as both a developmental challenge and an untapped production potential of its human capital. The present study seeks to evaluate the depth of underutilization of skills prevailing among handloom weavers and also to understand the factors that are influencing handloom weavers towards their choice of engagement on type of looms and production of type of handloom products.

**KEYWORDS:** Handloom Sector, Handloom Weavers, Underutilization of Skills.

### INTRODUCTION

Handloom weaving is a several years old artistic tradition carrying forward the cultural legacy of hand-crafted fabrics with its unique blend of artistic talent and diligent hard work of weavers, intertwined together to transform ordinary yarns into excellent piece of hand-woven products embodying exceptional artisanal craftsmanship. Every single piece of handloom product that arrives in the commercial market narrates a story of two hands that worked immensely laborious behind transforming individual yarns into beautiful hand-woven fabrics. Handloom sector heavily depends upon its human resources to generate its products through manual weaving process using looms. Every single handloom product which is produced through weaving using handlooms is an output of precision, attentiveness and care held throughout the entire process of weaving. To weave using handlooms is a skill developed through perseverance and dedicated hard work. To produce a hand-woven fabric using looms, the process is not fundamentally easy, but the expertise and skill of a weaver can ease the process and thus can enhance the overall productivity of the sector. For an industry with the nature of manual production process like handloom sector, the talent, knowledge, potentials, skills, and expertise possessed by its human resources are undoubtedly a precious human capital that is needed to be protected and preserved for generations to come. This is because the knowledge, methods and skills of handloom weaving that the weavers possess are the actual strength that holds the ability to carry the business of the sector forward in the competitive business environment.

The ability of handloom weavers to work on different types of looms and the capability to produce different types of handloom products expands the range of product line and enhances the productivity of the sector if utilized properly. Proper utilization of skills among handloom weavers contributes towards increased yield and output of the sector along with giving rise to more sharpened expertise and enhanced competence among weavers. Similarly inadequate utilization of such skills can also leads to skill underutilization among weavers. Collective skill underutilization is positively related to collective turnover (Mitchell & Zatzick, 2015). Since employee turnover can have a detrimental impact on the business and the labor market at large, it is important to understand the determinants of such choice (Lazzari et al, 2022). Employee turnover is a problem for the organizations and is one of the challenges facing human resource managers (Asimah, 2018). Human capital is the most important resource that

is needed to achieve success and profits in any of the organization and therefore planning and executing strategies to keep skilled and knowledgeable employees is the most important factor for the success of the organization (Elsafty & Oraby, 2022). Moreover to this, younger generation is not very keen into continuing this family occupation due to lack of recognition, low wages, poor working conditions, difficulty in procurement of raw materials and selling of finished products (Poongodi et al, 2021).

#### **STATEMENT OF THE PROBLEM**

Handloom weavers are undoubtedly an integral human resource of handloom sector. Handloom weavers constitute a vital component of workforce of the sector which substantially contributes towards carrying the legacy of handloom weaving forward. This is because the tradition of handloom weaving requires handloom weavers for its survival and existence. Various multifaceted skills possessed by handloom weavers including the talent, knowledge, and potential to engage in the activity of handloom weaving is certainly a highly invaluable human capital that is needed to be acknowledged, cherished, and preserved for the future. For boosting up the competitiveness and enhancing the wide range of productivity of the sector, the skills and abilities of handloom weavers has to be utilized to its fullest potential. In handloom sector, looms are the fundamental equipment used for the process of weaving. However despite of its similarities in certain aspects, the type of loom may vary across regions and locations. Even though the fundamental purpose of every handloom machine is to weave, but still the nature of skills and techniques required to work with certain types of looms can differ. Similarly to produce different types of handloom products, skills needed to be possessed by a weaver can vary depending upon the particular type of handloom product. Thus the skills possessed by handloom weavers for the purpose of engaging in the activity of handloom weaving is immensely valuable and highly resourceful. But the skills those are actually possessed by a weaver but is left unused without utilization can eventually affect the competitive advantage of the sector negatively in the long-run. On this account this study seeks to examine the extent of skills that are held without complete utilization among handloom weavers regarding working with the type of looms and production of different types of handloom products, alongside with shedding light on the influence of various factors among handloom weavers towards their engagement in certain types of looms and production of handloom products.

#### **RESEARCH GAP**

Several studies were conducted to uncover the factors that are impacting detrimentally towards the effective functioning and growth of the handloom sector, by causing various challenges and hindering the progress and developments of the sector in the competitive business environment. Despite of the expanding body of knowledge on this particular area of study, notably it was found that, there exists a significant void of information on the aspect of underutilization of skills prevailing among handloom weavers. Proper utilization of skills among handloom weavers is highly imperative and plays a crucial role for the successful functioning of the sector, since the sector itself is directly depending upon its human capital because of its nature of manual production process using looms. But regardless of its significance, this particular area of underutilization of skills among handloom weavers is left unexplored, leaving a critical deficiency in this area of study. Therefore this study aims to fill the gap by gaining insight on the specific aspect of skills that are being possessed by handloom weavers but are not used to the fullest potential on regard of working with the type of looms and production of different types of handloom products, as well as contributing to understand the factors that are influencing the engagement of handloom weavers in working with particular type of looms and production of handloom products.

#### **OBJECTIVES**

1. To evaluate the extent of underutilization of skills prevailing among handloom weavers regarding working with certain types of looms and engagement in the production of different types of handloom products.
2. To study the factors contributing towards the nature of engagement among handloom weavers in working with certain types of looms and engagement in the production of different types of handloom products.

#### **SIGNIFICANCE OF THE STUDY**

Skills that are left not utilized among handloom weavers for a longer period of time can have a profound impact over the conservation of human capital involved in the activity of handloom weaving in the sector. This is because underutilization of skills can leads to the situation of skill atrophy over time, which could further even leads to the situation of skill erosion among handloom weavers. The handloom weavers being an integral part of human capital of the sector, skill erosion among weavers can severely impact towards the overall sustainability and existence of this traditional industrial sector. This study delivers a greater understanding into the depth of skill underutilization prevailing among handloom weavers and also uncovers the reasons influencing their engagement in particular types of looms and production of handloom products, thus facilitating to identify, acknowledge, and mitigate the risk of skill erosion among handloom weavers.

**MATERIALS AND METHODS**

The present study is descriptive and analytical in nature. The study is based on both primary and secondary sources of data. Primary data for the study is obtained using a well-structured interview schedule from 90 handloom weavers and secondary data is obtained from various journal articles. For the selection of sample respondents study adopted the method of purposive sampling technique in which handloom weavers who falls under certain criteria were purposively selected for the study. The criteria considered for the selection of sample respondents were as follows:

- Skill underutilization is present in either on working with the type of loom or on production of handloom products.
- Skill underutilization is present in both working with the type of loom and production of handloom products.

Tools used for the data analysis includes Descriptive Statistics and Kendall’s Coefficient of Concordance (Kendall’s W test). In addition to this, the study also includes researcher-developed custom table from the primary data for the present study.

**SCOPE OF THE STUDY**

This study covers only handloom weavers working under Primary Handloom Weavers’ Co-operative Society (PHWCS). The present study is confined to Thiruvananthapuram district. This study is based on underutilization of skills among handloom weavers on working with types of looms and production of different types of handloom products on the particular context of certain types of looms which are predominantly found and particular types of handloom products which are widely produced in the state of Kerala, especially in the Thiruvananthapuram district of the state. Therefore the type of looms in the study includes Pit Loom and Frame Loom, and the type of handloom products in the study comprises General Handloom Products and Products under HSU (Handloom School Uniform) Scheme. General handloom products represents traditional products such as set mundu, dhothi etc, apparel materials such as dress materials, churidhar materials etc, furnishing materials such as towels, curtains etc and other products such as home decor, bags etc and Products under HSU scheme includes shirting and suiting.

**RESULTS AND DISCUSSION**

**Table 1**  
**Age-wise distribution of respondents**

Age	Frequency	Percent
Below 30	6	6.7
31-40	22	24.4
41-50	30	33.3
Above 50	32	35.6
<b>Total</b>	<b>90</b>	<b>100.0</b>

Source: Primary data

Table 1 shows that a largest proportion of respondents comprising 35.6% belongs to the age group of above 50 years, which is followed by 33.3% of respondents belongs to the age group of 41-50 years, whereas 24.4% of respondents belongs to the age group of 31-40 years and 6.7% of respondents belongs to the age group of below 30 years.

**Table 2**  
**Sex-wise distribution of respondents**

Sex	Frequency	Percent
Male	10	11.1
Female	80	88.9
<b>Total</b>	<b>90</b>	<b>100.0</b>

Source: Primary data

Table 2 shows that majority of the respondents comprising 88.9% are female, whereas 11.1% are male.

**Table 3**  
**Distribution of respondents by usage of type/types of loom**

Type/types of loom	Frequency	Percent
Pit loom	37	41.1
Frame loom	39	43.3
Both	14	15.6
<b>Total</b>	<b>90</b>	<b>100.0</b>

Source: Primary data

Table 3 shows that for engaging in the activity of handloom weaving, a largest proportion of respondents comprising 43.3% are using frame looms, which is followed by 41.1% of respondents as using pit looms, while 15.6% of respondents are working with both pit looms and frame looms.

**Table 4**  
**Distribution of respondents by production of type/types handloom product**

Type/types of handloom product	Frequency	Percent
General handloom products	6	6.7
Products under HSU Scheme	60	66.7
Both	24	26.7
<b>Total</b>	<b>90</b>	<b>100.0</b>

Source: Primary data

Table 4 shows that majority of respondents comprising 66.7% engage in the production of products under HSU scheme, whereas 26.7% of respondents engage in the production of handloom products under both categories of general handloom products and products under HSU scheme, while 6.7% of respondents engage in the production of general handloom products.

**Table 5**  
**Detailed Breakdown of Scenarios of Underutilization of Skills Identified in the Study**

Type of loom				Type of handloom product				Category numbers assigned for scenarios identified in the study
Pit loom		Frame loom		General handloom products		Products under HSU Scheme		
Having skill	Whether currently Doing or not	Having skill	Whether currently Doing or not	Having skill	Whether currently Doing or not	Having skill	Whether currently Doing or not	
<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	1
<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	2
<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	3
<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	4
<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	5
<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	6
<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	7
<i>Yes</i>	<i>Yes</i>	-	-	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	8
<i>Yes</i>	<i>Yes</i>	-	-	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	9
-	-	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	10

Source: Researcher-developed custom table from the primary data for the present study

(Note: In Table 5 prevalence of skill underutilization is presented in italics)

Table 5 shows the detailed presentation of categorization of different scenarios of underutilization of skills identified in the study regarding the situation of skills that are actually being possessed by handloom weavers but the condition of lack of its complete utilization is found to be prevailing among them. For each category of scenario of underutilization of skills, a category number has been assigned ranging from 1 to 10 as presented in the above table.

**Table 6**

**Count of Respondents in Each Category of Scenarios of Underutilization of Skills**

Category number assigned	Scenario of underutilization of skills on usage of type of loom	Scenario of underutilization of skills on production of type of handloom product	No: of respondents
Category 1	Know to weave on frame loom and doing <i>Know to weave on pit loom but not doing</i>	Know to produce products under HSU Scheme and doing <i>Know to produce products under general handloom products but not doing</i>	21
Category 2	Know to weave on pit loom and doing <i>Know to weave on frame loom but not doing</i>	Know to produce products under HSU Scheme and doing <i>Know to produce products under general handloom products but not doing</i>	8
Category 3	Know to weave on pit loom and doing <i>Know to weave on frame loom but not doing</i>	Know to produce products under general handloom products and doing <i>Know to produce products under HSU Scheme but not doing</i>	2
Category 4	Know to weave on frame loom and doing <i>Know to weave on pit loom but not doing</i>	Producing both type of products	15
Category 5	Know to weave on pit loom and doing <i>Know to weave on frame loom but not doing</i>	Producing both type of products	9

Category 6	Weaving on both looms	Know to produce products under HSU Scheme and doing <i>Know to produce products under general handloom products but not doing</i>	11
Category 7	Weaving on both looms	Know to produce products under general handloom products and doing <i>Know to produce products under HSU Scheme but not doing</i>	3
Category 8	Know to weave on pit loom only	Know to produce products under HSU Scheme and doing <i>Know to produce products under general handloom products but not doing</i>	17
Category 9	Know to weave on pit loom only	Know to produce products under general handloom products and doing <i>Know to produce products under HSU Scheme but not doing</i>	1
Category 10	Know to weave on frame loom only	Know to produce products under HSU Scheme and doing <i>Know to produce products under general handloom products but not doing</i>	3
<b>Total</b>			<b>90</b>

**Source:** Researcher-developed custom table from the primary data for the present study  
(Note: In table 6 statements indicating prevalence of skill underutilization are presented in italics)

Table 6 reveals a comprehensive presentation of different categories of scenarios of underutilization of skills identified in the study regarding skills that are actually possessed by handloom weavers but the lack of fullest utilization is prevailing among them and also shows the count of respondents in each category. The above table reveals that, category 1 is the most prevailing scenario of underutilization of skills among sample respondents which is followed by category 8 as the next most prevailing scenario of underutilization of skills among other categories. Category 9 is found as the least prevailing scenario among other categories of scenarios of underutilization of skills among sample respondents.

**Reasons for current status of engagement on type/types of loom among handloom weavers**

The study seeks to identify factors influencing handloom weavers’ choice of engagement on particular types of looms. The analysis was carried out using Kendall’s W test to assess the agreement among handloom weavers on the listed reasons. The factors were ranked on a scale of 1(highest) to 5(lowest).

Null hypothesis( $H_0$ ): There is no significant agreement among the respondents regarding the reasons behind their engagement with type/types of loom.

**Table 7**  
**Kendall’s W test results for reasons for current status of engagement in type/types of loom**

Reasons for current status of engagement on type/types of loom	Median	Mean Rank	Test Statistics	
Due to personal interest on the type/types of loom	4.00	3.59	N	90
Physical comfort	3.00	2.97	Kendall's W <sup>a</sup>	.137
Increased confidence on the aspect of skill	2.00	2.29	Chi-Square	49.164
Availability of loom	3.00	2.58	df	4
More confidence to work with the loom	4.00	3.58	Asymp. Sig.	.000**

Source: Primary data

\*at 5% significance level

\*\*at 1% significance level

The table 7 shows Kendall’s W value of 0.137, which indicates weak consensus, yet the result is statistically significant ( $p < 0.001$ ), so it can be concluded that the agreements are not random about the relative importance of the listed reasons and the null hypothesis is rejected at 5% significance level. Using the correct ranking rule (lower mean rank = higher importance), “Increased confidence on the aspect of skill” (mean rank = 2.29) emerges as the most important reason for the engagement with particular looms. This indicates that when weavers feel their skills are adequate or improving, they are more likely to engage with certain type of loom. The next most important reason is “Availability of loom” (mean rank = 2.58), indicating that physical access to an appropriate loom strongly influences engagement choices among weavers. “Physical comfort” (mean rank = 2.97) is of moderate importance, showing that even though ergonomic and comfort considerations matters but still are secondary to confidence on skill and availability of looms. Finally, the two factors with the highest mean ranks such as “More confidence to work with the loom” (mean rank =3.58) and “Due to personal interest on the type/types of loom” (mean rank = 3.59) are found as least influential among other factors. The close mean rank for these two items indicates that they are perceived similarly and relatively less decisive as compared to skill and access.

**Exploring the connection between working with type/types of loom and the reasons for engagement among handloom weavers**

The engagement among handloom weavers with different types of looms reflects the choice of weavers on particular types of looms for the purpose of handloom weaving activity and the factors that motivates weavers to continue or shift their loom type for production. The analysis was carried out using Kendall’s W test to assess the agreement on the listed reasons among handloom weavers within each loom category. The factors were ranked on a scale of 1(highest) to 5(lowest).

Null hypothesis( $H_0$ ): There is no significant agreement among the respondents within each loom category regarding the reasons behind their engagement in working with type/types of looms.

**Table 8**  
**Kendall's W test results for type/types of looms engaging under and reasons for engagement**

Type/types of loom engaging under	Reasons for engagement on type/types of loom	Median	Mean Rank	Test statistics	
Pit loom	Due to personal interest on the type/types of loom	4.00	3.54	N	37
	Physical comfort	4.00	3.16	Kendall's W <sup>a</sup>	.130
	Increased confidence on the aspect of skill	2.00	2.16	Chi-Square	19.178
	Availability of loom	3.00	2.70	df	4
	More confidence to work with the loom	4.00	3.43	Asymp. Sig.	.001**
Frame loom	Due to personal interest on the type/types of loom	4.00	3.69	N	39
	Physical comfort	3.00	2.95	Kendall's W <sup>a</sup>	.174
	Increased confidence on the aspect of skill	2.00	2.26	Chi-Square	27.077
	Availability of loom	2.00	2.46	df	4
	More confidence to work with the loom	4.00	3.64	Asymp. Sig.	.000**
Both	Due to personal interest on the type/types of loom	4.00	3.43	N	14
	Physical comfort	2.00	2.50	Kendall's W <sup>a</sup>	.132
	Increased confidence on the aspect of skill	2.00	2.71	Chi-Square	7.371
	Availability of loom	3.00	2.57	df	4
	More confidence to work with the loom	4.00	3.79	Asymp. Sig.	.118

**Source:** Primary data

\*at 5% significance level

\*\*at 1% significance level

The table 8 reveals different patterns of agreement among weavers depending on the type of loom they engage with and the reasons for engagement. For those working with pit looms, the result shows a Kendall's W value of 0.130, which indicates weak consensus, yet there exist a statistically significant level of agreement ( $p = 0.001$ ) among respondents on the listed factors, implying the agreement is not due to random chance and the null hypothesis is rejected at 5% significance level. According to the correct ranking rule (lower mean rank = higher importance), the lowest mean rank corresponds to increased confidence on the aspect of skill, showing that the confidence in skill proficiency is the most influential factor in determining engagement with pit looms for handloom weaving activity. This is followed by availability of loom, indicating that the presence and accessibility of looms also plays an important role. Factors such as physical comfort, more confidence to work with the loom, and personal interest hold relatively lesser importance among other factors.

Among weavers working with frame looms, the result shows Kendall's W value of 0.174, which indicates weak consensus, but there is a statistically significant level of agreement ( $p < 0.001$ ) among respondents on the listed reasons, implying the agreement is not due to mere chance and the null hypothesis is rejected at 5% significance level. The lowest mean ranks are again associated with increased confidence on the aspect of skill and availability of loom, indicating that these skill-based and practical aspects dominates the engagement decisions on the type of loom among handloom weavers. Other factors such as physical comfort, more confidence to work with the loom and personal interest are perceived as less influential among other factors.

For weavers engaging in both types of looms, the result shows Kendall's W value of 0.132, which indicates weak consensus, and the test does not shows a statistically significant agreement ( $p = 0.118$ ) among respondents on the listed factors, and the null hypothesis is failed to be rejected at 5% significance level. However, the pattern of mean ranks still shows that along with physical comfort, the availability of loom and increased confidence on the aspect of skill are also among the most important factors, while personal interest and more confidence to work with the loom are less decisive among other factors.

**Reasons for engagement on production of type/types of handloom products among handloom weavers**

The study further examines the factors influencing the engagement of handloom weavers in the production of different types of handloom products. Understanding these reasons helps to assess the influence of motivational aspects prevailing among handloom weavers that drive towards the selection of type of handloom product for the purpose of production. The analysis was carried out using Kendall's W test to assess the agreement among handloom weavers on the listed reasons. The factors were ranked on a scale of 1(highest) to 5(lowest).

Null hypothesis( $H_0$ ): There is no significant agreement among the respondents regarding the reasons behind their engagement in production of type/types of handloom products.

**Table 9**  
**Kendall's W test results for reasons for engagement in production of type/types of handloom products**

Reasons for engagement in the production of type/types of handloom products	Median	Mean Rank	Test Statistics	
Due to personal choice on type/types of product	4.00	3.59	N	90
Demand for specific type/types of product	2.00	2.61	Kendall's W <sup>a</sup>	.256
Aspects of income generation	2.00	1.83	Chi-Square	92.018
Availability of raw materials	3.00	3.14	df	4
More skill and expertise to produce the product	4.00	3.82	Asymp. Sig.	.000**

Source: Primary data

\*at 5% significance level

\*\*at 1% significance level

The table 9 reveals, Kendall's W value of 0.256, which indicates weak to nearly moderate consensus, yet there is a statistically significant level of agreement ( $p < 0.001$ ) among respondents regarding the reasons for their engagement in the production of particular types of handloom products, and the null hypothesis is rejected at 5% significance level. Among the listed factors, as per the correct ranking rule (lower mean rank = higher importance), the lowest mean rank (1.83) corresponds to "aspects of income generation," identifying it as the most influential reason which guides the weavers towards the choice of type of product for production. This shows that economic aspects are the primary motivators for production decisions among handloom weavers. The next most important factor is "demand for specific type/types of product" (mean rank = 2.61) indicating that market preferences and consumer demand also play a substantial role in determining which products are to be woven. "Availability of raw materials" (mean rank = 3.14) occupies a moderate position, indicating that while raw material access matters, it is still secondary to income and demand. The factors with the highest mean ranks such as "due to personal choice on type/types of product" (mean rank = 3.59) and "more skill and expertise to produce the product" (mean rank = 3.82) are perceived as relatively less influential as compared to economic and demand-related factors.

### Exploring the connection between engagement in the production of type/types of handloom product and the reasons for engagement among handloom weavers

This section aims to analyze the engagement among respondents on production of certain type of handloom products and the reasons influencing their engagement. The analysis was carried out using Kendall's W test to assess the agreement on the listed reasons among handloom weavers within each category of type of handloom product engaging in for the purpose of production. The factors were ranked on a scale of 1(highest) to 5(lowest).

Null hypothesis( $H_0$ ): There is no significant agreement among the respondents within each category of handloom product regarding the reasons behind their engagement in production of type/types of handloom product.

**Table 10**  
Kendall's W test results for type/types of looms engaging under and reasons for engagement

Type/types of handloom product engaging for production	Reasons for engagement on production of type/types of handloom products	Median	Mean Rank	Test Statistics	
General handloom products	Due to personal choice on type/types of product	4.00	3.50	N	6
	Demand for specific type/types of product	1.00	1.83	Kendall's W <sup>a</sup>	.233
	Aspects of income generation	2.50	2.83	Chi-Square	5.600
	Availability of raw materials	3.00	3.00	df	4
	More skill and expertise to produce the product	4.00	3.83	Asymp. Sig.	.231
Products under HSU Scheme	Due to personal choice on type/types of product	4.00	3.53	N	60
	Demand for specific type/types of product	2.00	2.52	Kendall's W <sup>a</sup>	.280
	Aspects of income generation	2.00	1.78	Chi-Square	67.293
	Availability of raw materials	3.00	3.33	df	4
	More skill and expertise to produce the product	4.00	3.83	Asymp. Sig.	.000**
Both	Due to personal choice on type/types of product	4.00	3.75	N	24
	Demand for specific type/types of product	3.00	3.04	Kendall's W <sup>a</sup>	.294
	Aspects of income generation	2.00	1.71	Chi-Square	28.267
	Availability of raw materials	3.00	2.71	df	4
	More skill and expertise to produce the product	4.00	3.79	Asymp. Sig.	.000**

Source: Primary data

\*at 5% significance level

\*\*at 1% significance level

Table 10 reveals that, according to the correct ranking rule (lower mean rank = higher importance), for those engaging in the production of general handloom products, the most dominant reason is demand for specific type/types of product, which is followed by aspects of income generation. The least influential factor is more skill and expertise to produce the product, indicating that production in this category is more demand-driven and income based. The test result shows the Kendall's W test value of 0.233, which indicates weak consensus, and there is no statistically significant agreement ( $p = 0.231$ ) among the respondents on the listed factors, and the null hypothesis is failed to be rejected at 5% significance level.

Among respondents engaging in the production of products under HSU scheme, the aspects of income generation is emerged as the most influential factor, which is followed by demand for specific type/types of product. The least important factor is more skill and expertise to produce the product, indicating that engagement in production of products under HSU scheme is largely motivated by economic and market-related factors rather than personal preferences. The test result revealed Kendall's W value of 0.280, which indicates weak to nearly moderate consensus, yet the result is a statistically significant agreement ( $p < 0.001$ ) among the respondents on the listed reasons, and the null hypothesis is rejected at 5% significance level.

For those engaging in the production of both types of products, the most dominant reason emerged as the aspects of income generation again, which is followed by availability of raw materials and demand for specific type/types of product. The least influential reason is more skill and expertise to produce the product, reflecting a more functional and operational approach among weavers who work with both types of products. The test result reveals Kendall's W value of 0.294, which indicates weak to nearly moderate consensus, yet the result shows statistically significant agreement ( $p < 0.001$ ) among the respondents on the listed factors, implying the agreement is not random and the null hypothesis is rejected at 5% significance level.

## SUGGESTIONS

- a) It is highly recommended to necessarily evaluate the extent of skills possessed by handloom weavers for working with different types of looms and production of different types of handloom products and henceforth it is suggested to identify and resolve the factors hindering the complete utilization of skills among handloom weavers regarding with both the types of looms and the types of handloom products. Efficiently resolving such barriers can significantly help towards maximizing the utilization of skills that are actually being possessed by handloom weavers to its highest potential.
- b) Handloom weavers should be motivated to engage in working with different types of looms and production of different varieties of handloom products. Engagement in the production of diversified product type and usage of multiple types of looms can help to achieve enhanced income opportunities among weavers, along with contributing towards the overall productivity of the sector.

## CONCLUSION

Proper utilization of skills possessed by the workforce plays an important role in achieving the absolute production potential of any industrial sector, especially when it comes to a traditional industrial sector like handloom industry it occupies a crucial role for its successful and effective functioning in the competitive business environment. Skills that are utilized properly and completely from the workforce will contribute towards an enhanced productivity of the sector whereas prevalence of skill underutilization decreases the capacity of overall efficiency and output of the sector, which could severely impact the sector detrimentally in a long-term.

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