



Impact of Online Trading in Ramnagara Silk Market

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Abstract

Online trading has been going on in Ramanagara silk market for many years that is since seven years but its importance was recently felt only during the COVID epidemic 30/9/2020. The global pandemic has accentuated about the importance of online trading Importance of this study was used to find out post pandemic that is since 2023 onwards has online trading improved silk marketing In Ramnagara silk market.? Or has it brought the sails down so how exactly has online trading impacted the silk rearers of Ramnagara. Has it impacted it positively or negatively the findings of this study has shown that the pandemic which has brought on economic slowdown in its wake has both positively and negatively impacted online trading in the Ramanagara market. The importance of the study lay in finding out whether the silkworm rearing and production of silk has been affected by the global pandemic which has brought about sluggishness in economies worldwide. the pricing of the silk cocoons was very less which led to the crash in the prices of silk cocoons known as Bombay Mori or domestic silkworms and fall in production of Raw silk, which in turn brought about huge losses to the farmers. So as a matter of fact though online trading took place it brought modest profits due to, Low returns on investment in silk worm rearing, affliction of diseases for the silk worms, low funds in the hands of farmers also brought about this situation. The total sample size was 150 and research methodology used was both primary as well as secondary data. Data was analyzed using percentage method. But since last two years it was seen that there was greater demand for silk during the festive and wedding seasons this was a relief to the silk rearers of Ramanagara who expected their silk sales to rise further.

Keywords: impact, rural household, silk businesses, silk market, online trading

1. Introduction

The sample size taken was 150 .All the sampled respondents were selected from five different villages in Ramanagara district. The target groups were rural households weaving silk worms and selling raw silk and cocoons in the government silk market Ramanagara .Five villages selected for random sampling was [1-3].

Name of the Villages	Sample Size
Nagapura	30
Anedoddi	30
Voddarahalli	30
Nagavara	30
Seegehalli	30

With the upsurge in silk prices as of 2023 January per kg of raw silk cost 500 Rs which was a big boost to silk rearing farmer's .More so for rural families who were rearing silk worms as a source of income. These households had a very small land holding which was one acre to less than half acre .These households practiced silk worm rearing since three generations [4-7]. The whole family was engaged in cutting mulberry leaves feeding silk worms and spinning of raw silk often dipping the silk cocoons in hot water. Other than mulberry planting even chilies, beans, tomatoes and chrysanthemums and December flowers orange in color was planted in between which brought additional income of Rs 5,000 -10,000 Rs in case of prices of silk crashing. In Karnataka the government schemes for giving subsidy of sericulture in rural areas was prevalent.



Income from sericulture & Agro forestry is taxable under 56 (I) (VI) c) of the IT act as Income from other sources. [8-11] Problems encountered were carbon -monoxide released during rearing process - causing skin allergies irritation and respiratory problems. To silk worms disease and pest infestation has brought down the number of cocoons Borewells and lake water is used for growing mulberry. Every half acre yielded 50 kgs of cocoons in a year. Net income per annum was 30,000-45,000Rs. Which was higher than the traditional crop cultivation. In case rearing space (land) had to be rented it cost 12,000 Rs. 15,000Rs per acre. They faced both electricity and water problem. Only if the prices of silk increased these household businesses had a ray of hope or else they were cash strapped. Government schemes such as Rastriya Krishi Vikash Yojana (RKVY) was present but none of the respondents availed this scheme. This was because of the remoteness of their villages. Reshmandi the largest business to business marketplace for textiles and fashion which was a Bangalore based tech firm bidding system online for cocoon sellers at Ramanagara Mandi. This is of great advantage for sellers and cocoon buyers for those travelling from remote villages conducting household silk businesses in the cocoon trade [12-14].

2. Review of Literature

Yadav 2008— is the oldest small scale sustainable agribusiness practice in rural regions .It is a labor intensive and women friendly sector, traditionally engaging in individual households. It offers job opportunities for young men and women in rural

6. Data Analysis and Interpretation

Table 1 Socio-Economic Problems of Rural Household Silk Business of Ramanagar

Sl no	Sampled villages	No of the sampled villages	Electric supply	No finance	No early computer education	Family income per month <20,000	> 20,000	No. of earning members per family	No. of family members among samples
1	Nagapura	30	20%	40%	20%	-	20%	1	15
2	Anedoddi	30	15%	45%	10%	10%	20%	2	20
3	Voddarahalli	30	10%	40%	20%	20%	10%	1	15
4	Nagavara	30	10%	40%	10%	20%	20%	2	18
5	Seegehalli	30	10%	50%	10%	10%	20%	2	19

Source: Field Survey 2024 February

communities. Lakshmanan 2012 ,Raveesha,2016 ,Dewangan,2017) They are also involved in leaf cutting ,feeding ,worm spacing ,bed cleaning ,mounting ,cocoon harvesting and disinfecting during silkworm rearing and women were also involved in post harvesting activities of cocoons like spinning ,silk twisting ,silk weaving .They found that about 60% of women work in different sericultural on -farm and off farm sectors.

3. Research Methodology

The research methodology consisted of collection of primary data using a questionnaire designed for this purpose. Sampling techniques was simple random even secondary data was used for the data consisting of previously published journals and articles and other government reports and survey.

4. Research Problem

The major problem faced by these silk rearing families was cash shortages despite government of Karnataka starting many schemes to fund this small household businesses and not many were enrolled in any schemes. But all the respondents had Aadhar cards, ration cards and voter ID cards.

5. Objectives

- To find out the socio economic status of the rural household silk business in Ramanagar's sampled villages.
- To find out the problems encountered by these silk rearing families in online trading of silk in the cocoon market
- To enlist a few measures in lieu of online trading of silk cocoons in Ramanagara silk market.



The table analysis shows that all the silk farming families were large in number but the numbers of earning numbers were single or two in number showing only one to two bread winners per family. Their main problem was finance as they were not getting profits despite the prices of today's

mulberry raw silk price being at an all-time high of Rs, 4000 per kg. The main cause for low returns were also low rate of investment. Table 1 shows Socio Economic Problems of Rural Household Silk Business of Ramanagar.

Table 2 Problems Faced by Family Silk Business While Selling in Online Markets

Sl no	No of sampled villages	No of sampled respondents	Short duration of electric power	No access to computer education facility in school	Blatant use of middlemen for trade	Finance shortage for investment in silk business
1	Nagapura	30	20%	20%	30%	30%
2	Anedoddi	30	10%	10%	40%	40%
3	Voddarahalli	30	20%	10%	30%	40%
4	Nagavara	30	20%	10%	20%	50%
5	Seeghalli	30	10%	10%	40%	40%

Source: Field Survey 2024 February

The second table shows the biggest problem faced by these silk business is cash crunch. While the influence of middlemen is great and paying a high commission to them is prevalent. Finally while giving additional computer training can take care of deficits in online trading. Table 2 shows the Problems Faced by Family Silk Business While Selling in Online Markets.

7. Suggestions

1. It was noted that though online trading was prevalent in most of the rural households in silk business they were using the services of middlemen and touts. It would be ideal for the silk farmers themselves to sell their cocoons by studying and interpreting the online sale trends in their homes itself instead of coming to silk market stalls.
2. It's suggested that they press for more electric supply for their villages that is more hours of electricity so as to keep the sheds well lit through the night to monitor silk worm activity.

Conclusion

Sericulture has become big business in rural areas of Ramanagar. This has brought many rural families into silk rearing. Rural household silk rearing has hitherto not been prominently focussed upon as most of time they tend to incur losses due to diseases and infestation of silk worms and mulberry leaves. More often than not they ended up cultivating mixed vegetables and flowers and marketed them. But now with the online trading looking up post covid period it is still seen that rural household business has a lot of catching up to do by training youngsters to conduct online trading of silk within their houses and villages itself. But most of the farming communities prefer everything offline and hands on.

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