

Methodology Adopted for Sampling

Background:

For the purpose of a survey, the sampling techniques used fall under two categories: probability sampling and non-probability sampling. The probability sampling technique is adopted only when the population is well defined in terms of its size and its characteristics. In the absence of complete information of the population, non-probability sampling technique is used. This type of sampling can be used to demonstrate that a particular trait exists in the population or not. It is also used when randomization is impossible in situations like the population is almost limitless.

Authenticated data with regard to the number of garment factories, and the number of subcontractors and households engaged in zari and embroidery is not available at the national level or at the 3 locations where survey was conducted. Hence, based on the available estimates, “judgmental sampling” has been adopted, which is one form of non-probability sampling. In this method the sample units are selected by the researchers (the persons who conduct the survey) depending upon the object of the enquiry in such a way so as the true characteristics of the population are included in the sample. The criterion to be fulfilled for this sampling technique is that the researcher should possess the necessary experience in the field of enquiry. All the researchers involved in the present survey had rich experience in the textile and garment manufacturing.

Why Delhi, Tirupur and Lucknow?

Delhi and Tirupur (Tamil Nadu) have appeared in TPVRA Bibliography. Further, Lucknow is one of the well established and renowned clusters where zari/bead work is done at homes for domestic markets. Due to these reasons, Delhi, Tirupur and Lucknow were selected to conduct the survey.

Number of localities surveyed in Delhi, Tirupur and Lucknow

All the localities where zari and embroidery works are carried out were covered in the survey.

Place	No. of localities
Delhi	17
Tirupur	20
Lucknow	12

Estimated Industry Size and Sample Size

a) AT A GLANCE:

Location	Category	Estimated industry size	Sample size for Survey	% of estimated industry size
Delhi	Factories	150-175	7	4.3
	Subcontractors	1000-1200	46	4.2
	Homes	500-600	23	4.2
Tirupur	Factories	800-900	29	3.5
	Subcontractors	150	13	8.5
Lucknow	Homes	5000-6000	116	2.1

b) The Details:

i) Formal Sector- Delhi and Tirupur

Based on the industry estimates, Delhi has around 150-175 factories that are involved in zari/embroidery-based garment exports while Tirupur has around 800-900 knitwear garment exporting units.

Delhi and Tirupur cater to a large number of leading US and EU buyers; prominent amongst them are NIKE, CUTTER & BUCK, ADIDAS, GAP, C&A, WALMART, TARGET, SEARS, NEXT, OLD NAVY, NORDSTROM, BANANA REPUBLIC, MARKS & SPENCER, KOHLS, J.C.PENNY, LEVI'S, RALPH LAUREN, etc.

As these buyers are well established international brands, a high degree of social compliance was expected in the factories from where these brands source their goods due to reasons such as factory's own Corporate Social Responsibility (CSR) initiatives such as SA-8000/WRAP certification, increased monitoring of the buyers through their own "Code of Conduct", monitoring by the govt. agencies and AEPC interventions. A sample size of 7 in Delhi and 29 in Tirupur which works out to be nearly 4.3% and 3.5% of the total population respectively was taken to address the present scope of the survey.

ii) Informal Sector (Subcontractors) - Delhi

Based on the estimates, there are about 1000-1200 subcontractors engaged in zari/bead work on garments. 46 subcontractors from all the clusters were selected for field survey and data collection. The sample size works out to be nearly 4.2% of the total population.

iii) Informal Sector (Subcontractors) - Tirupur

Based on the estimates, there are about 150 subcontractors engaged in embroidery work on garments. 13 subcontractors were selected for field survey and data collection. The sample size works out to be nearly 8.5% of the total population.

iv) Informal Sector (Families) - Delhi

Based on the estimates, there are about 500-600 homes engaged in zari/bead work on garments. 23 families were selected for field survey and data collection. The sample size works out to be nearly 4.2% of the total population.

v) Informal Sector (Families) – Lucknow

Based on the estimates, there are about 5000-6000 homes engaged in zari/bead work on garments. 116 families were selected for field survey and data collection. The sample size works out to be 2.1% of the total population.

Selection of individual sampling units:

Due to the reasons mentioned earlier, “judgmental sampling” technique has been used by the researchers. The selection of individual samples was done with lot of due diligence so as to ensure the sample is representative of the population. This is evident from the survey data. For example, the survey was conducted

- in all localities where zari and embroidery work is carried out
- in small, medium and large size factories manufacturing both woven and knitted garments;
- in subcontractors’ premises which covered both domestic and export markets
- at homes representing child workers, young workers as well as only adult workers.