

Shisham Wood Consumption in Furniture Industry of Gujrat City

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ABSTRACT

This study was conducted to evaluate the consumption of shisham wood in furniture industry and marketing system of furniture in Gujrat city. There are three main furniture markets in Gujrat city. Furniture markets are getting wood from timber markets, forest department and private farms. Seventy to eighty percent furniture is made of shisham. Present study revealed that 27.25% respondents were making beds, sofa sets, cup boards and chairs, 22% making sofa sets, dressing tables, dining sets and cup boards, 19.5% dinning sets, chairs and dressing tables, 17.5% dinning sets, beds and sofa sets, and 13.75% making all above furniture products. The untiring efforts are needed for the betterment and promotion of the furniture industry in country.

Key Words: Shisham; Wood; Furniture; Export

INTRODUCTION

The export of wooden furniture from Pakistan has jumped by 130% during the last five years, rising from a modest \$1.89 millions during 1996-97 to \$ 4.34 millions in 2000-2001 (Anonymous, 2002). The phenomenal rise in furniture export is due to effective marketing by Pakistani exporters in the recent years. The value of furniture export is very nominal, but a beginning has been made and with aggressive marketing strategy, the value of exports can further be increased in a short span. The total world trade in furniture is estimated at \$ 23.2 billion, of which wooden furniture acquired a share of \$ 17.7 billion or 77% (Anonymous, 2002).

A large quantity of wooden furniture is manufactured in Pakistan at the cottage level. The environment and conditions being favorable, the wooden furniture industry holds out a bright scope for further expansion. Pakistan wooden furniture industry has a great export potential and in quality is inferior to none. Shisham wood furniture is known best and get good price. Furniture of shisham wood is durable and good looking (Malik, 2002). Shisham a deciduous tree, attaining a large size grow best in Bombay region. Its heartwood varying in color for golden brown to dark purple brown with darker streaks giving an attractive fig., sapwood yellowish with purplish tinge, sharply demarcated. The chief use of wood is for furniture; the fine old carved chairs, tables and beds. It is also used for cartwheels, agriculture implements, gun carriages, and knee-timbers of boats.

Heartwood is rated as highly resistant to attack by decay, fungi and termites. Sapwood vulnerable to powder pest beetles. This tree is endangered by shisham die back. Furniture made has of shisham wood has value in notional

and international market and get attractive prices as by Rashid (1995).

This study was conducted as part of project to evaluate the consumption of shisham wood in furniture industry and marketing system of furniture on solid facts to determine how producers can achieve reasonable prices, how to stable the furniture industry, and how to enhance the export of furniture.

MATERIALS AND METHODS

The present study, which comprised of survey of Shisham wood consumption in furniture industry of Gujrat city. The study was conducted to determine the source of wood, price of wood, types of furniture, liking and disliking of buyers. The research procedure, which was adopted, is given below:

Selection of the universe. The universe for the present study was shisham wood based furniture industry of Gujrat city. There were three furniture industries in Gujrat city namely as: 1. Railway road furniture market, 2. New furniture market, 3. G. T. Road furniture market. Gujrat was selected as a study area because of its flourishing furniture industry and as it is situated in almost middle of Lahore and Islamabad so there are more opportunities for exports and getting good prices. Shisham wood is selected due to its long life, good appearance and easy availability and above all because of its conventional use in furniture making.

Selection of respondents. There were three furniture markets in Gujrat city. Ten respondents were selected from each market at random and were interviewed. Thirty respondents in total were interviewed randomly to collect data.

Statistical techniques and methods. The data obtained for each parameter was subjected to statistical analysis to determine the level of significance according to the methods described by Steel *et al.* (1997).

The data were also subjected to following statistical tests for proper presentation of results.

a) Percentage. For the purpose of analysis, percentage was calculated with the help of following formula:

$$\text{Percentage} = \frac{F}{N} \times 100$$

Where,

F = Total frequencies

N = No. of observations

b) Arithmetic means. For the calculation of arithmetic means following formula was used:

$$\text{Arithmetic means}(X) = \frac{\sum X_i}{N}$$

Where,

X = Arithmetic mean

X_i = Sum of all observations

n = No. of observations

RESULTS AND DISCUSSION

This section deals with the consumption of shisham wood in the furniture industry of Gujrat city and covers the source of wood, price of wood, types of furniture, liking and disliking of buyers, based on the parameter given by Sheikh (1987). There are three main furniture markets in Gujrat City namely Railway road furniture market, New Furniture market and G.T. road furniture market.

Railway Road furniture market is the biggest and almost 50% show rooms are present there. Every kind of furniture is available in this market. New Furniture Market is small one and there is hardly any show room in market and mostly low and medium quality furniture is available. G.T. Road furniture market is well developed with a large number of show rooms decorated with high quality furniture for export.

Furniture industry is one of the most important industry to earn foreign exchange. Pakistan's wooden furniture industry has a great export potential and in quality is inferior to none. The domestic market is very vast and varied. Presently, a large quantity of wooden furniture is manufactured in Pakistan at the cottage level. The environment and condition being favorable, the wooden furniture industry holds a bright scope for further expansion as reported by Sun *et al* (1999).

In Gujrat city furniture industry is flourishing and contributing in foreign exchange. Present study revealed that seventy to eighty percent furniture is made of shisham wood. Shisham wood furniture has great demand. The main source of getting wood is Timber market, 100% respondents are buying wood from timber market. Besides getting wood

from timber market 33.3% are getting wood directly from private farms and 23.3% from forest department. Main sources of wood for the timber markets are forest department and private farms (Fig. 1).

It was noted that price of wood is variable depending on the quality of wood. Good quality wood attains good prices. It is evident from the data that price of shisham wood ranges from 160-600 Rs./c.ft. Twenty three percent respondents were buying wood of price ranging from 500-600 Rs./c.ft. 46.7% buying wood ranging from 250-500 Rs./c.ft and 30.00% buying wood ranging from 160-250 Rs./c.ft. (Fig. 2).

Almost every kind of furniture (Sofa set, Dining set, Dressing table, Bed, Chair, Cupboard etc.) have been manufactured in Gujrat city. Present study revealed that

Fig. 1. Various Sources of Shisham Wood (%)

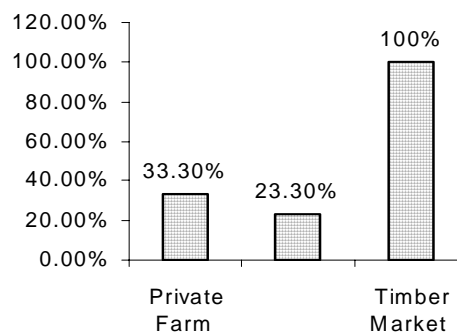
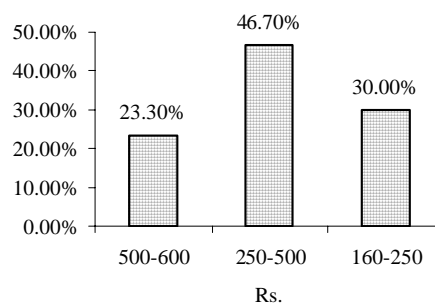


Fig. 2. Price Trend of Shisham Wood (%)

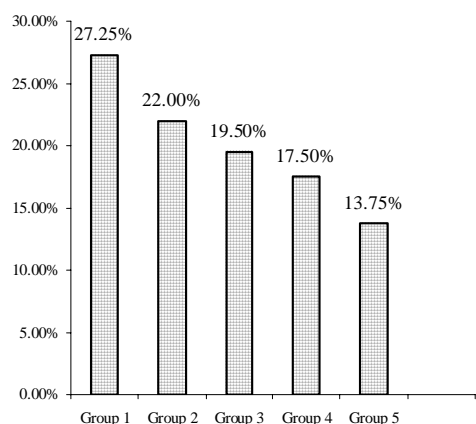


27.25% respondents were making Beds, Sofa sets, Cup boards and Chairs (Group 1) 22% making Sofa sets, Dressing tables, Dining sets and Cup boards (Group 2), 19.5% Dining sets, Chairs and Dressing tables (Group 3), 17.5% Dining sets, Beds and Sofa sets (Group 4), and 13.75% making all above furniture products (Group 5), (Fig. 3). It was also noted that both carved and simple kind

of furniture was made, and 80% respondents were making simple furniture whereas only 20% were making carved furniture.

Furniture industry is supporting many families; so many families are attached with this industry for their earnings. Furniture has been established as a cottage

Fig. 3. Various Furniture Products Manufactured in Gujrat City



industry and peoples have setup workshops in their houses where they carve various designs on wood using sharp knife-like tools that are known as Chappu. They mostly belong to the Tarkhan caste, which has been engaged in wood carving since long. Tarkhan child is also trained in the art of carving besides his schooling. Therefore, the rate of unemployment is very low among the members of this caste it was observed by Tuntiseranee (1998).

The carved pieces of wood are rubbed thoroughly with Sandpaper. The pieces are then carried to bigger workshops where they are fitted together with the help of glue and nails. On some furniture items, brass work is also done to increase their beauty it was also studied by Supriadi (1998).

The final phase is polishing of various grades, colors and types. It not only increases the grace of an item but also protect it against rust, dust and termite as described by Malik (2002).

There is a monopoly of a few exporters in this sector. In exhibitions arranged by the Export Promotion Bureau (EPB) abroad, the real manufactures are not selected due to pressure of the influential peoples. It is proposed that the Government and the EPB should pay heed to this industry and launch a special campaign to boost the export of furniture, which despite being famous all over the world has very little share in the export of Pakistan (Bandrowski, 1978).

Government should announce schemes like export refinance and soft loans for exporters declare the furniture industry a part of the cottage industry and give it all the benefits and facilities that were given to the industry of

sports goods and surgical instruments in Sialkot as described by Malik (2002)

Shisham- A Profile. Shisham (*Dalbergia sissoo*) is also commonly known as “Tali” in different areas of Pakistan and internationally it is known as “Indian rose wood” and Bombay black wood. It grows almost everywhere in plains of Pakistan. It varies considerably in size according to locality. Under good conditions it reaches a height of 25m with a bole early straight, clean, cylindrical having an average length of about 6m and diameter upto 1.5m.

The trees from the public forests, from the local farms are felled, stacked and classified into three grades i.e.

Grade 1st: above 63” girth.

Grade 2nd: 52”-62 girth

Grade 3rd: below 51” girth

The standing trees are purchased by the contractors directly form different areas of Punjab mainly, Chenga Manga, Chichawatni, Khanewal, Sahiwal, Khushab, Gujrat, Jhelum and Mandi Bahu Din as reported by Rashid (1995).

Conclusions and suggestions. It was concluded that furniture industry of Gujrat city has important structural insufficiencies and problems in the export- import balance, in the rate of capacity utilization and in the ability for competition. So for the successful brand management of furniture industry following serious considerations should be adopted: Marketing and product image, The management of the enterprise, The establishment of the trade mark, The design and innovatory characteristics of product, Control of the market, The future development of the enterprise.

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