

# CHAPTER 8 A SHIRT IN THE MARKET



# CLASS VII CHAPTER 8 A SHIRT IN THE MARKET (NCERT)

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**INTRODUCTION**

**A COTTON FARMER  
IN KURNOOL**

**THE CLOTH MARKET  
OF ERODE**



**PUTTING-OUT SYSTEM—  
WEAVERS PRODUCING  
CLOTH AT HOME**

**THE GARMENT EXPORTING  
FACTORY NEAR DELHI**

**THE SHIRT IN THE  
UNITED STATES**

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**WHO ARE THE GAINERS  
IN THE MARKET?**

**MARKET AND EQUALITY**



## INTRODUCTION

- This **CHAPTER** tells us the story of **A SHIRT** ! It begins with the **PRODUCTION** of **COTTON** and ends with the **SALE OF THE SHIRT**.
- We shall see that a **CHAIN** of **MARKETS** links the



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# ORGANIC COTTON GARMENT



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**Organic  
seed cotton**



**Cotton fiber**



**Cotton Yarn**

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**Raw fabric**



**Dyed & finished fabric**



**Organic cotton garment**

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**Fiber bales**



**Ginning to  
remove seed**



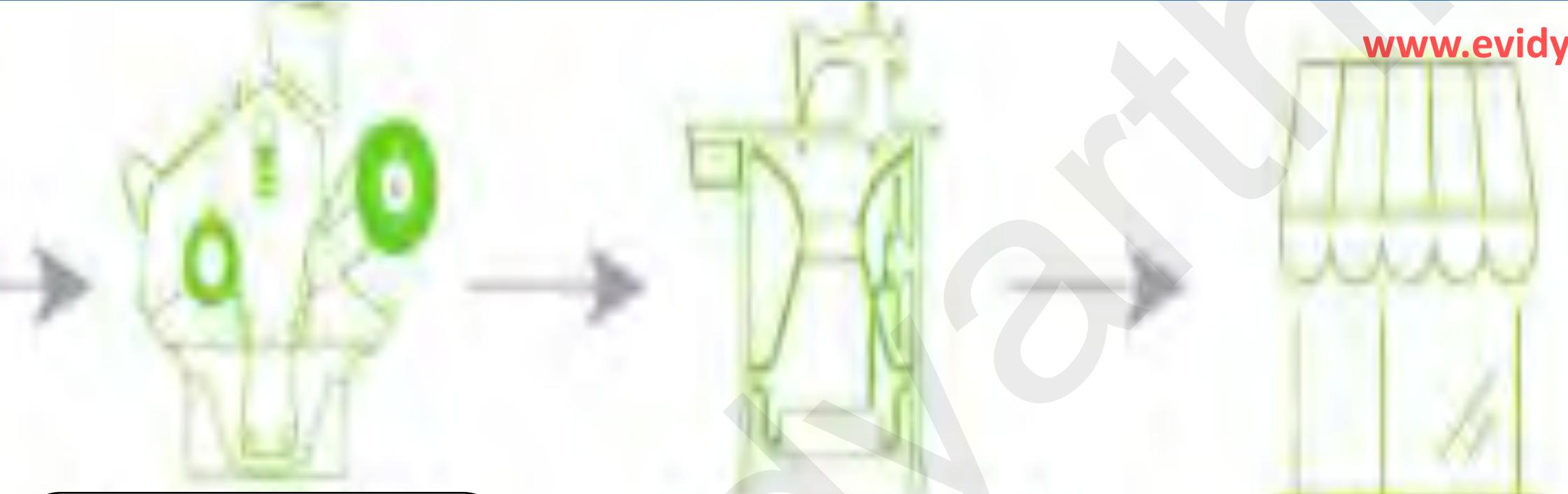
**Spinning fibers  
to make yarn**



**Weaving/  
knitting to make  
bolts of fabric**

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**Dyeing & finishing  
to create smooth  
fabric**

**Cutting &  
sewing of final  
garments**

**Retailing**

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producer of **COTTON**  
to the **BUYER** of the  
shirt in the  
**SUPERMARKET.**

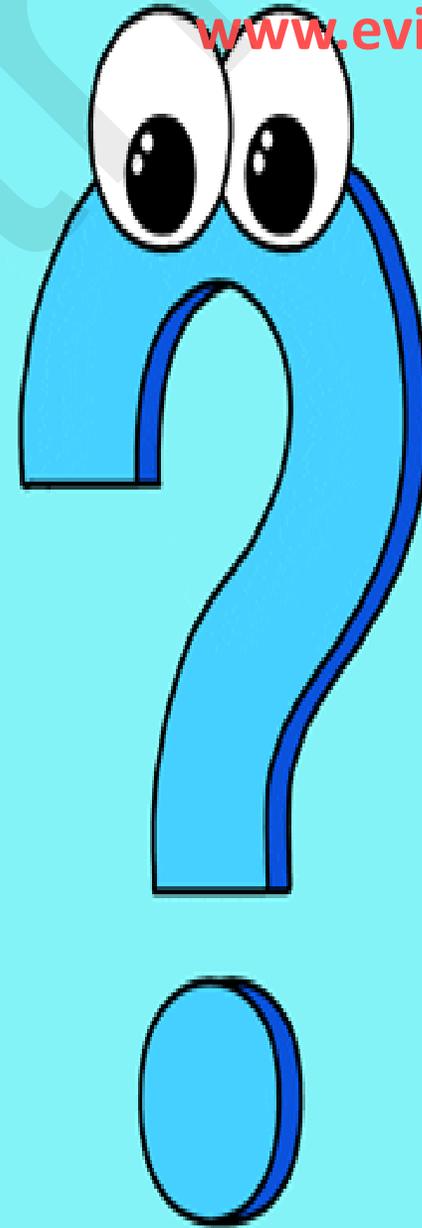


➤ Buying and  
selling **TAKES PLACE**  
at every step in  
the **CHAIN.**





➤ Does everyone benefit **EQUALLY** from this? Or do some people **BENEFIT** more **THAN OTHERS?** We shall find out.



## A COTTON FARMER IN KURNOOL

- **SWAPNA**, a small farmer in Kurnool (ANDHRA PRADESH) grows **COTTON** on her small piece of land.
- It takes **SEVERAL DAYS** to **HARVEST** the **COTTON**. Once



## COTTON HARVESTING

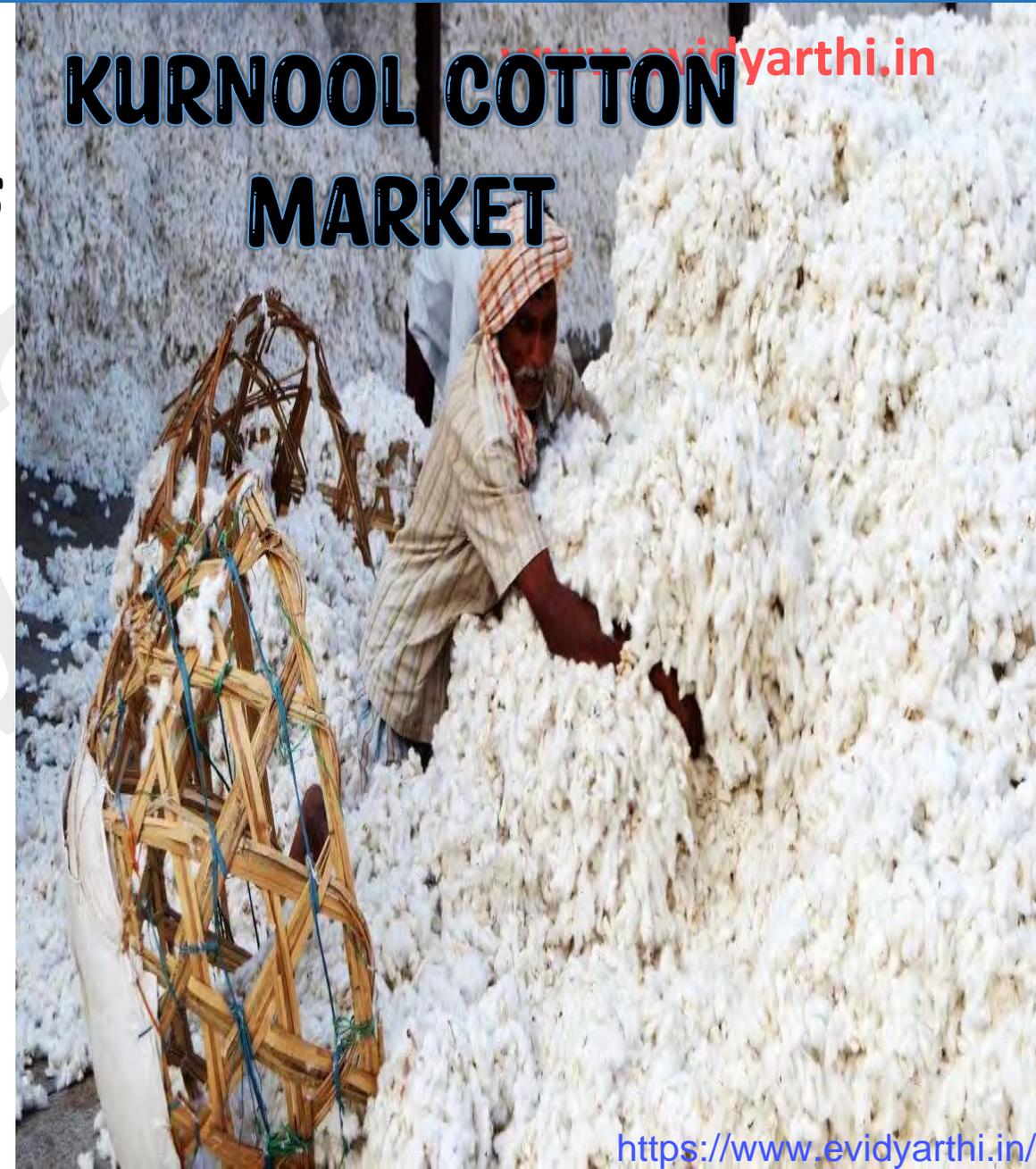


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**HARVESTING COTTON**

the cotton is **COLLECTED**, instead of **SELLING** it at **KURNOOL COTTON MARKET**, **SWAPNA** and her husband take the **HARVEST** to the **LOCAL TRADER**.



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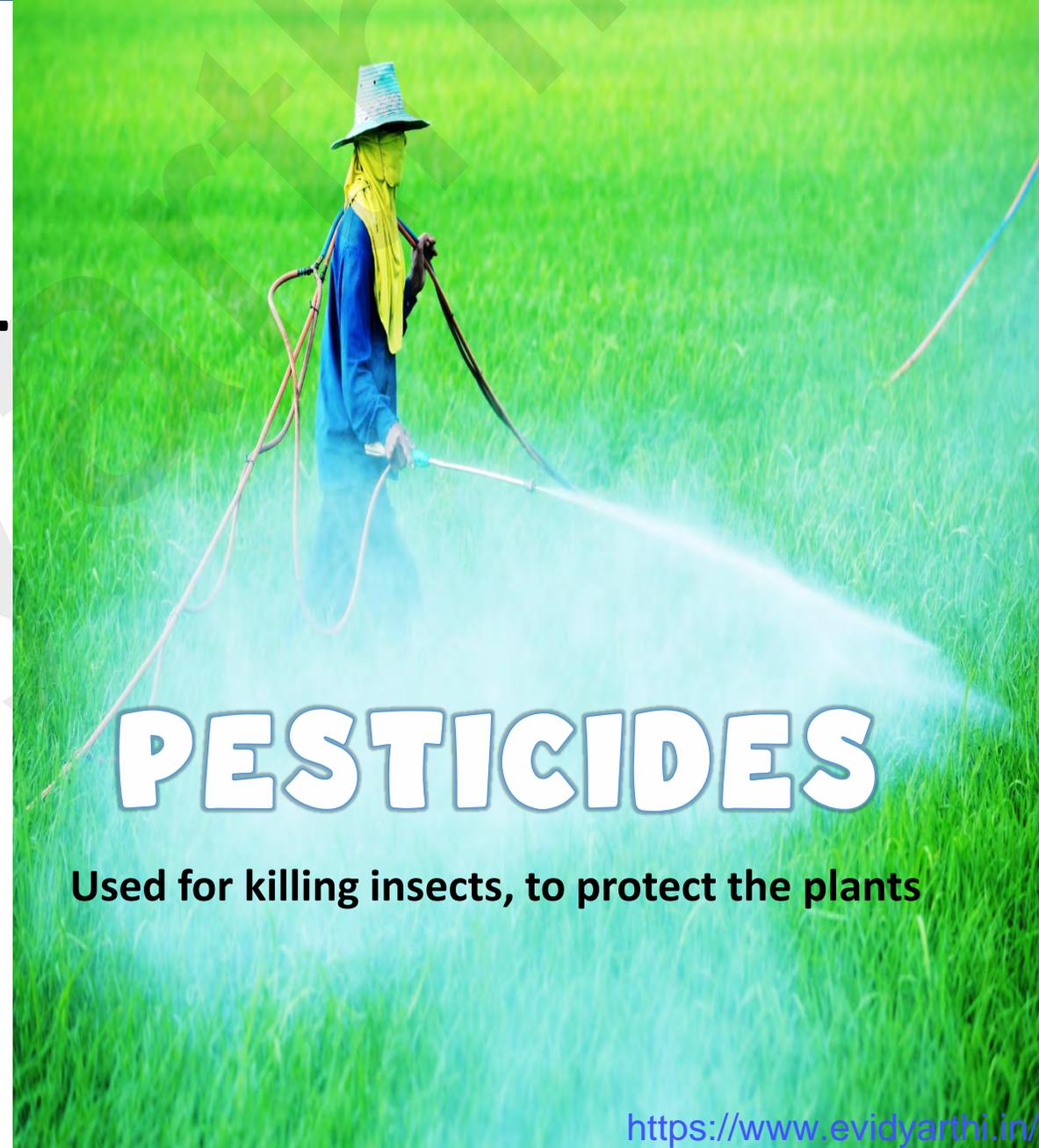


➤ She had borrowed Rs. **2,500** from the **TRADER** at a very high-interest rate to **BUY SEEDS, FERTILISERS, PESTICIDES FOR CULTIVATION.**

Seeds fertilizer,  
pesticides



➤ **IN RETURN FOR THIS,** the



## PESTICIDES

Used for killing insects, to protect the plants

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**LOCAL TRADER** made **SWAPNA** agree to another **CONDITION** that she has to **SELL** all her **COTTON** to him.



➤ **AT THE END** she received only **3,000 RUPEES**.

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**CONVERSATION BETWEEN  
SWAPNA AND TRADER :-**

**SWAPNA:-** ` 3,000  
only!

**TRADER:-** Cotton is  
selling cheap. There is  
a lot of cotton in the  
market.





**SWAPNA:-** I have toiled So hard for **FOUR MONTHS** to **GROW** this **COTTON**. You can see how **FINE** and **CLEAN** the cotton is this time. I had hoped to get a much **BETTER PRICE**.





**TRADER:** AMMA, I am giving you a **GOOD PRICE**. Other **TRADERS** are not even **PAYING** this much. You can check at the **KURNOOL MARKET**, if you do not believe me.



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**AIYER ANNA!!**





**SWAPNA:-** Don't be **ANGRY**. How can I **DOUBT** you? I had only hoped that we would **EARN ENOUGH** from the **COTTON CROP** to last us a **FEW MONTHS**.



➤ **SWAPNA** didn't argue as



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the **TRADER** was a **POWERFUL** man in the village and **FARMERS** have to **DEPEND** on him for **LOANS** not only for **CULTIVATION**, but also to meet other **NEEDS** such as

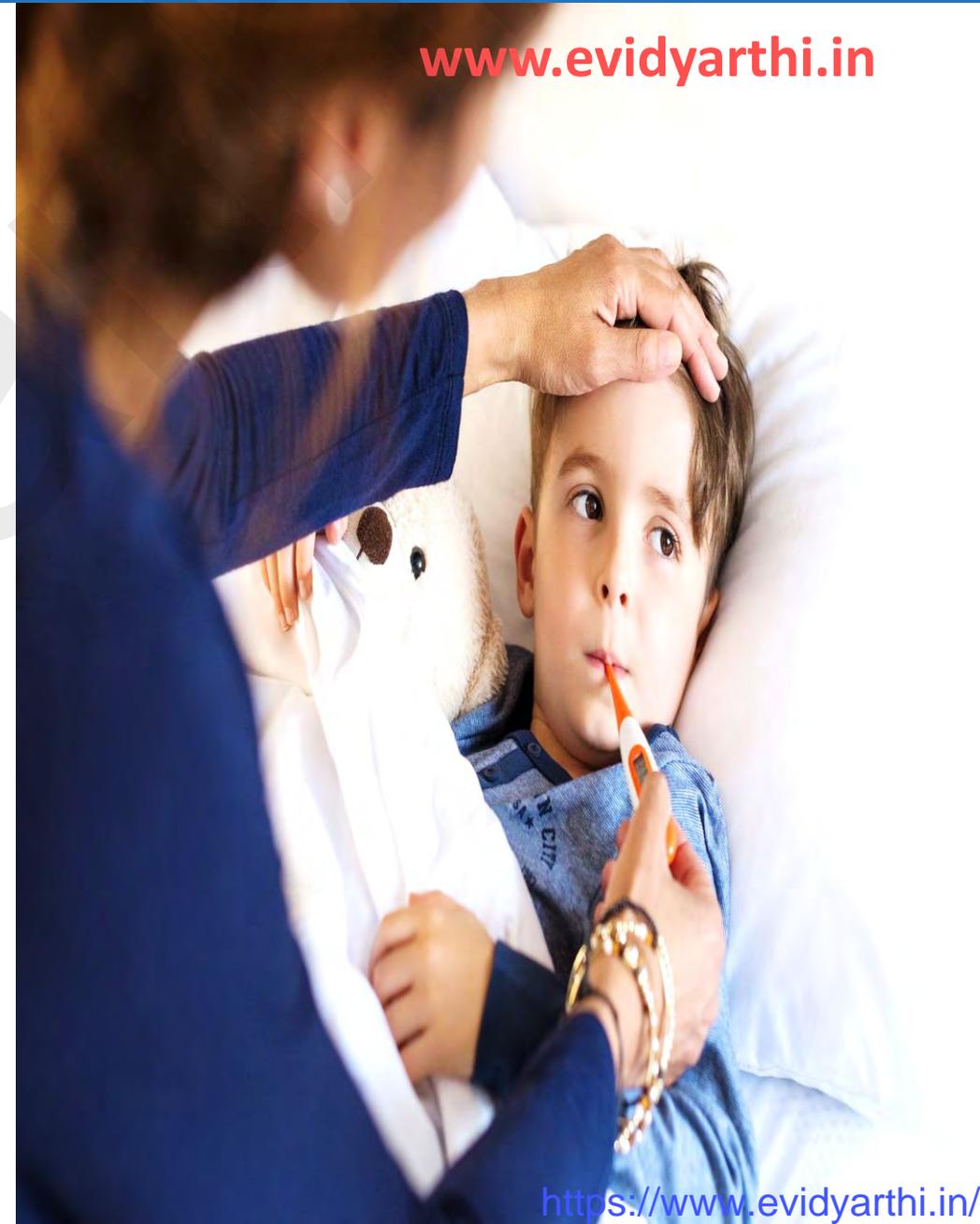
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**ILLNESSES, CHILDREN'S  
SCHOOL FEES.**

➤ There are **TIMES** in the year when there is **NO WORK** and **NO INCOME** for the **FARMERS**, so **BORROWING MONEY** is the **ONLY MEANS** of **SURVIVAL**.



THE CLOTH MARKET OF ERODE



➤ **ERODE'S** is a **BI-WEEKLY CLOTH MARKET** in **TAMIL NADU**, which is one of the largest **CLOTH MARKETS** in the **WORLD**.

➤ **A LARGE** variety of cloth is sold in this market.



## CHART

- 1. MERCHANT [CLOTHS ARE MADE ON HIS /HER ORDERS].**
- 2. ORDERS ARE WEAVED BY THE WEAVERS IN VILLAGE**
- 3. THE MERCHANTS SUPPLY CLOTHES TO MANUFACTURERS AND EXPORTERS. AROUND THE WORLD.**
- 4. MERCHANTS GIVE INSTRUCTION TO THE WEAVER.**



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## LARGEST CLOTH MARKET IN WORLD



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**CLOTHS** made by **WEAVERS** in the **VILLAGES** are brought to the **MARKET FOR SALE.**

- Cloths are made on **ORDER** from the **MERCHANT.** These merchants **SUPPLY** cloth to **GARMENT**



## WEAVERS

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**MANUFACTURERS** and **EXPORTERS** around the **COUNTRY**.

➤ They purchase the **YARN** and give **INSTRUCTIONS** to the **WEAVERS** about the kind of **CLOTH** that is to be **MADE**.



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**COTTON YARN**

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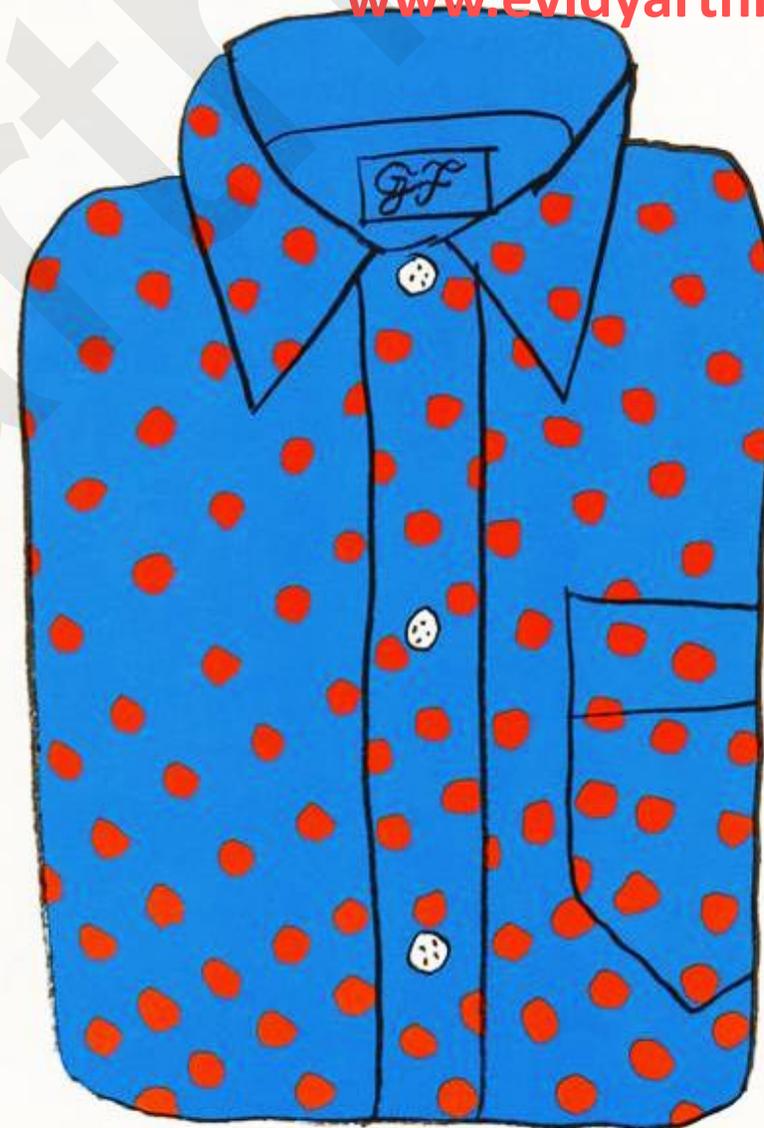
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**PUTTING-OUT SYSTEM— WEAVERS  
PRODUCING CLOTH AT HOME**

➤ The **WEAVERS** get the **YARN** from the **MERCHANT** and **SUPPLY** him the **CLOTH**.

➤ **FOR THE WEAVERS**, this



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## CHART

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- 1. WEAVERS DON'T BUY THE YARN AS THEY GET IT FROM MERCHANTS.**
- 2. WEAVER DOESN'T HAVE SELL IT TOO.**
- 3. MERCHANT HAVE A LOT OF POWER.**
- 4. MERCHANT SELLS THE FINISHED PRODUCT TO FACTORIES.**



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arrangement  
seemingly has two  
**ADVANTAGES.**  
The **WEAVERS** do not  
have to spend  
their **MONEY** on  
**PURCHASE OF YARN.**  
➤ **ALSO**, the  
problem of





**SELLING** the **FINISHED** cloth is taken care of. **WEAVERS** know from the outset what **CLOTH** they should make and **HOW MUCH** of it is to be **WOVEN**.



➤ **THIS DEPENDENCE** on the **MERCHANTS** both for **RAW**

**BUSINESS  
MAN**

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**MATERIALS** and markets means that the **MERCHANTS** have **A LOT OF POWER**.

- The **WEAVERS** have no way of knowing who they are **MAKING** the **CLOTH** for or at what



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**PRICE** it will be **SOLD**.

- At the cloth **MARKET**, the **MERCHANTS** sell the cloth to the **GARMENT FACTORIES**. **IN THIS WAY**, the **MARKET** works more in **FAVOUR** of the **MERCHANTS**.



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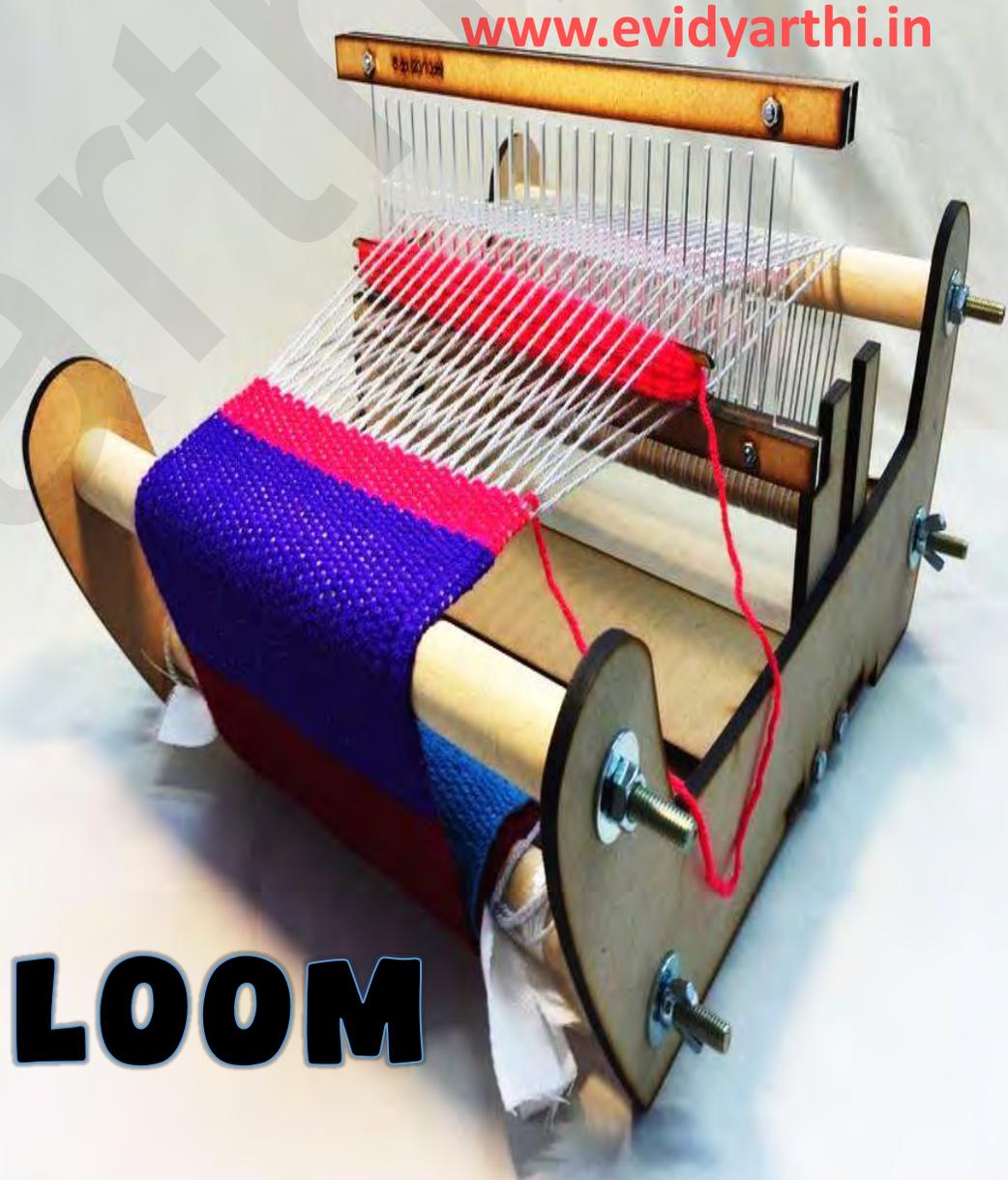
**CLOTH FACTORIES**

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- Each **LOOM COSTS 20,000**, so a small **WEAVER** with **TWO LOOMS** has to **INVEST 40,000**. The work on these looms **CANNOT** be done **ALONE**.
- The **WEAVER** and

**LOOM**



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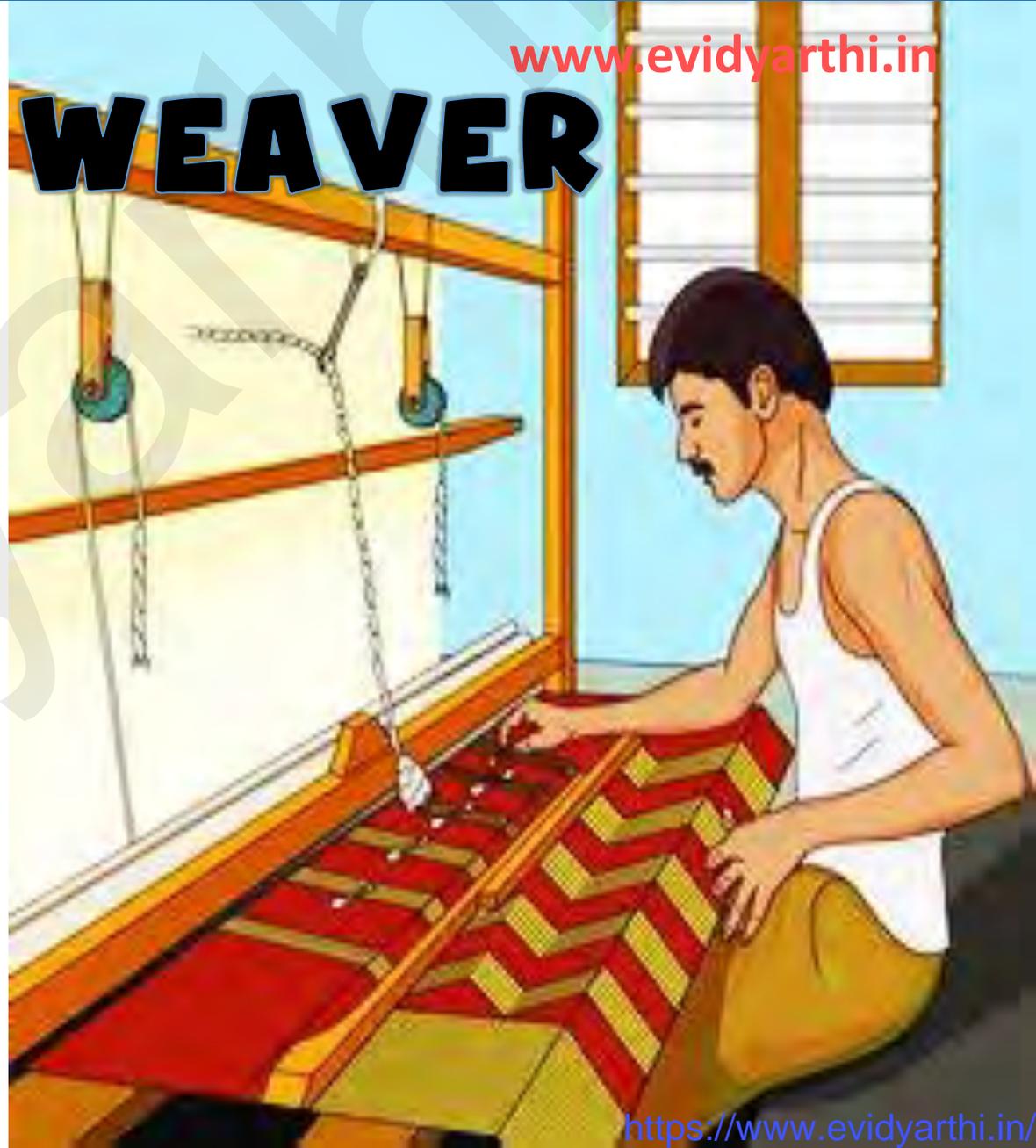
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Another adult **MEMBER** of his family work **UPTO 12 HOURS** a day to **PRODUCE CLOTH**. For **ALL THIS WORK**, they earn about ` **3,500** per month.



# WEAVER



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## Weaver's cooperative

We have seen that the weavers are paid very little by the merchant under the putting out system. Weaver's cooperatives are one way to reduce the dependence on the merchant and to earn a higher income for the weavers. In a cooperative, people with common interests come together and work for their mutual benefit. In a weaver's cooperative, the weavers form a group and take up certain activities collectively. They procure yarn from the yarn dealer and distribute it among the weavers. The cooperative also does the marketing. So, the role of the merchant is reduced, and weavers get a fair price on the cloth.

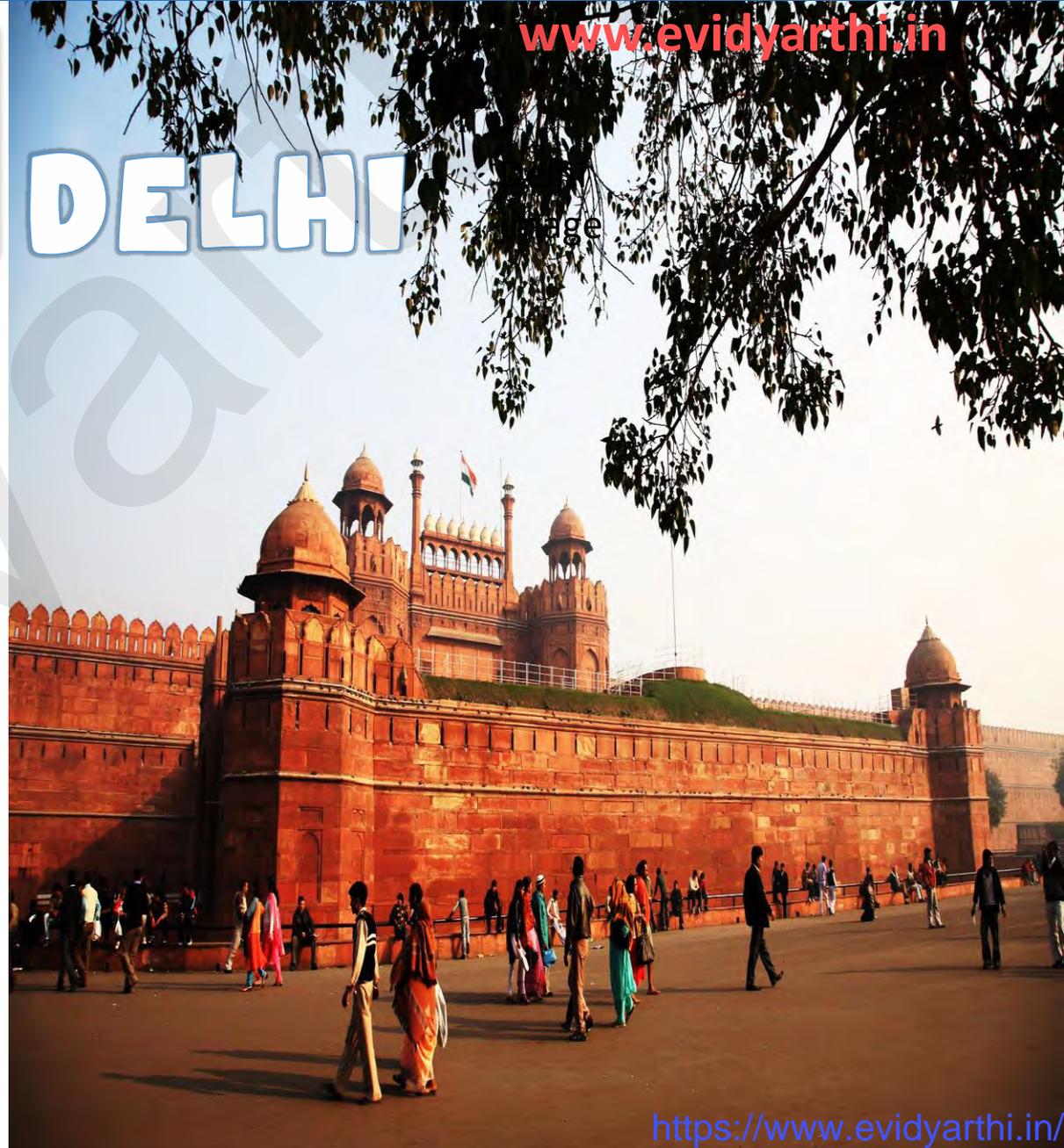


At times, the government helps the cooperatives by buying cloth from them at a reasonable price. For instance, the Tamil Nadu government runs a Free School Uniform programme in the state. The government procures the cloth for this programme from the powerloom weaver's cooperatives. Similarly, the government buys cloth from the handloom weaver's cooperatives and sells it through stores known as Co-optex. You might have come across one of these stores in your town.

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## THE GARMENT EXPORTING FACTORY NEAR DELHI

➤ The **ERODE** merchant supplies the **COTTON CLOTH** produced by the **WEAVERS** to a **GARMENT EXPORTING FACTORY** near **DELHI**.



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➤ The **FACTORY** will use the cloth to make **SHIRTS**.

➤ The **SHIRTS** will be **EXPORTED** to **FOREIGN BUYERS**. Among the foreign buyers are business persons from the **US AND EUROPE** who run a chain of **STORES**.



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- These large **STORES** do business **STRICTLY** on their **OWN TERMS**.
- They **DEMAND** the **LOWEST PRICES** from the **SUPPLIER** and they set high standards for **QUALITY** and **TIMELY DELIVERY**.



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- The **EXPORTER** tries his best to meet the **CONDITIONS** set by these powerful **BUYERS**.
- Faced with such pressures from the buyers, the **GARMENT EXPORTING FACTORIES**, in turn, try to **CUT COSTS**.



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- They get the **MAXIMUM WORK** out of the workers at the **LOWEST POSSIBLE WAGES**.
- **MOST** of these workers are **EMPLOYED** on a **TEMPORARY** basis. whenever the employer **FEELS** that a worker is not



**NEEDED**, the **WORKER**  
can be **ASKED TO LEAVE**.

➤ **WOMEN** are  
employed as **HELPERS**  
for **THREAD CUTTING**,  
**BUTTONING**, **IRONING**  
and **PACKAGING**.





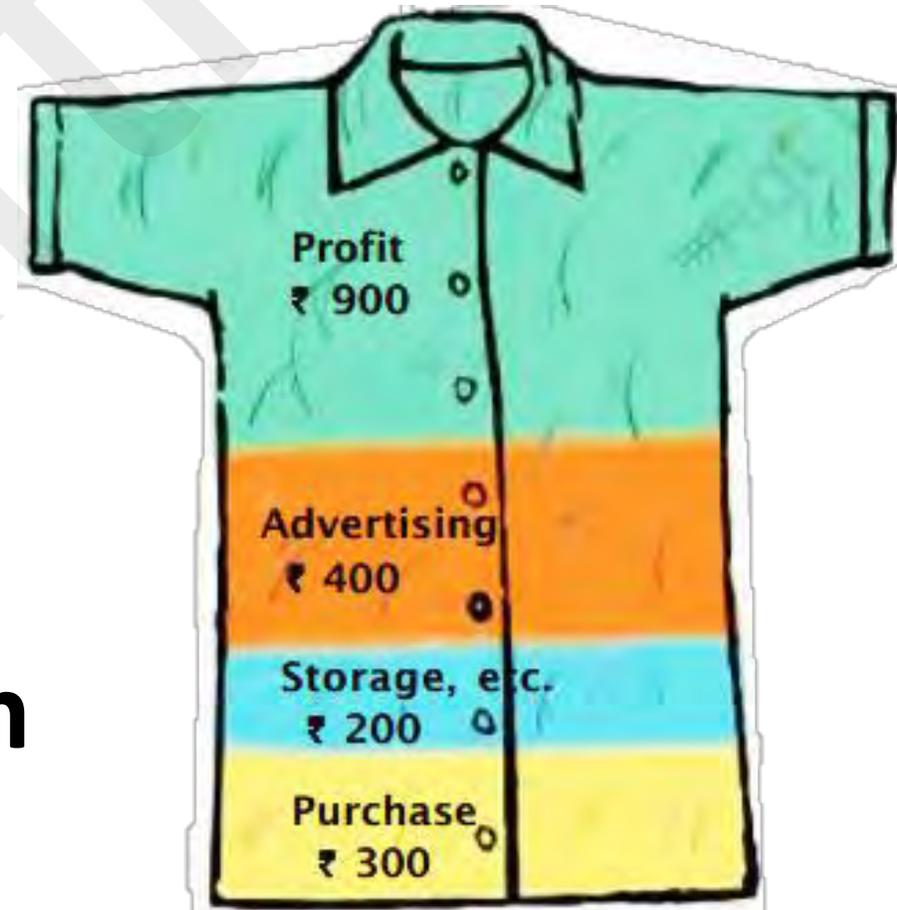
## THE SHIRT IN THE UNITED STATES

- A number of **SHIRTS** are on **DISPLAY** at a **LARGE CLOTHES SHOP** in the **UNITED STATES**, and are priced at **\$26**.
- That is, each **SHIRT** sells



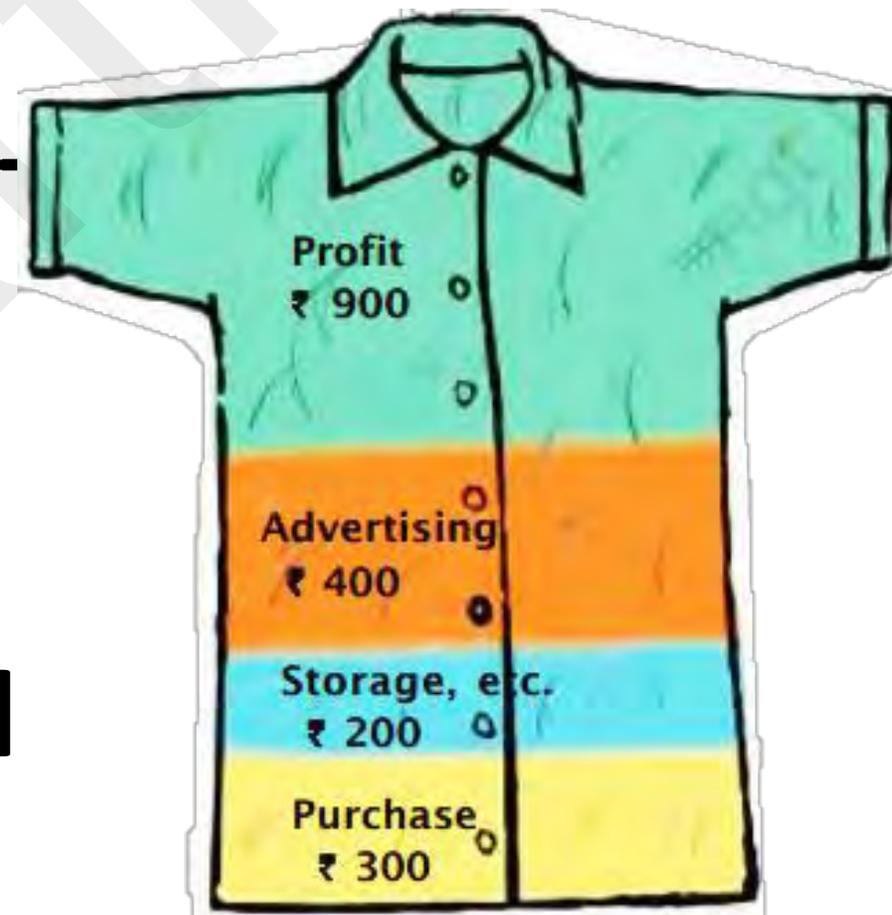
for \$26 or around ₹ 1,800.  
Use the **DIAGRAM** shown in  
the **MARGIN** to fill in the  
**BLANKS BELOW.**

➤ The **BUSINESS** person  
purchased the **SHIRTS** from  
the **GARMENT EXPORTER** in  
Delhi for ₹ \_\_\_\_\_ per

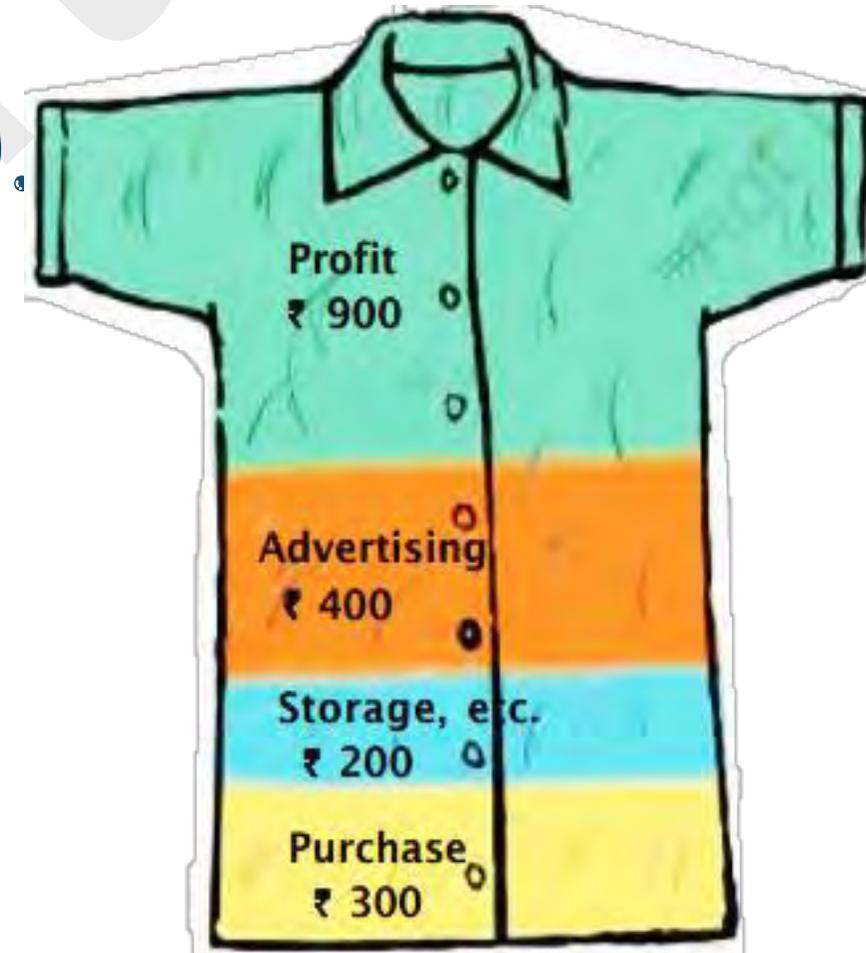


## SHIRT.

➤ He then **SPENT** \_\_\_\_\_  
for **ADVERTISING** in the  
**MEDIA**, and another \_\_\_\_\_  
per shirt on  
storage, display and all  
other **CHARGES**.



➤ Thus, the cost to this person is ₹ 900 while he sells the shirt for ₹ 1,800. ₹ \_\_\_\_\_ is his **PROFIT** on one shirt! If he is able to sell a **LARGE** number of **SHIRTS**, his profit will **BE HIGHER**.



## WHO ARE THE GAINERS IN THE MARKET?

- **A CHAIN OF MARKETS LINKS** the producer of **COTTON** to the buyer at the **SUPERMARKET**.
- **Buying and selling TAKES PLACE** at every step in the





**SOME** who did **NOT** gain as much from this **BUYING AND SELLING**.

➤ **DESPITE** their having **TOILED** very hard, they **EARNED** little.



## MARKET AND EQUALITY

- The **FOREIGN BUSINESS PERSON** made huge **PROFITS** in the **MARKET**.  
The **GARMENT EXPORTER** made only **MODERATE** profits.

## FOREIGN BUSINESS PERSON



➤ The **MERCHANTS** or **TRADERS** are somewhere **IN BETWEEN**. Compared to the weavers, they have **EARNED** more but it is **STILL** much less than the **EXPORTER**.

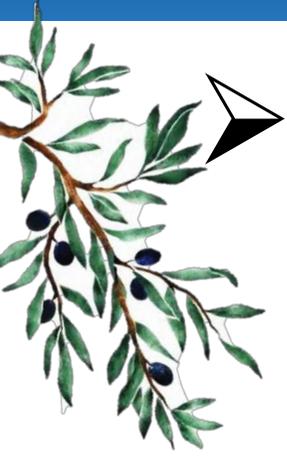




- Not everyone **GAINS EQUALLY** in the **MARKET**.
- Whether it is **KANTA** or **SWAPNA**, if families don't **EARN** enough how would they think of themselves as **EQUAL** to **OTHERS?**



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➤ The **MARKET** offers people **OPPORTUNITIES** for work and to be able to sell things that they **GROW** or **PRODUCE**.



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- It is **USUALLY** the rich and the **POWERFUL** that get the maximum **EARNINGS** from the **MARKET**.
- These are the **PEOPLE** who have **MONEY** and **OWN** the **FACTORIES**, the





large **SHOPS**, large  
**LAND HOLDINGS**, etc.

➤ The **POOR** have to  
depend for **LOANS**  
(as in the case of  
swapna, the small  
farmer), for





**RAW** materials and  
**MARKETING** of their  
**GOODS** Because of  
this **DEPENDENCE**, the  
poor are **EXPLOITED**  
in the market.



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