

Impact of the Apparel Industry on Rural Employment (With reference to Rambukkana Divisional Secretariat in Kegalle District)

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Goal 08: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

1. Introduction

Although there is no clear date to trace the beginning of the use of cloths by humans, anthropologists say that evidence has been found that it may have occurred between 100,000 and 500,000 years ago (Bellis, 2019). The apparel industry has earned \$ 1.5 trillion in 2021. And economists expect it to grow to \$ 2 trillion by 2026. The People's Republic of China alone has export \$ 154 billion worth of apparel in 2021 (Smith, 2022). Accordingly, China is the largest earner of garment exports. China accounts for 50% of the world apparel market, while India, Hong Kong, Mexico, the Philippines, Bangladesh, Sri Lanka, and Pakistan are the other major players in the apparel industry (www.fibre2fashion.com, 2019). The history of apparel in Sri Lanka dates back to the time of King Vijaya. With the story of Kuveni's cotton weaving (Tradition of Handlooms | Lanka Tour Host | Sri Lanka, 2019). Today, the Sri Lankan garment industry ranges from large-scale manufacturers to small-scale (SME) manufacturers. The garments that are mainly manufactured are, sports ware, lingerie, lounge wear, bridal wear, work wear, swimming ware and children's wear. Many of the world's leading apparel brands manufacture their products in Sri Lanka. EX- Nike, gap, Liz Claiborne, next, Jones New York, Tommy high flayer, Pink, Triumph, Ann Taylor, speedo (*About Sri Lanka Apparel - Sri Lanka Export Development Board*, n.d.). A rural area is a region of land outside the densely inhabited urban areas during a city or city. Rural areas are historically areas not enclosed within the urban definition, and are typically large, open areas with few homes and few people, as critical urban areas that have larger

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populations (what is rural areas igi global, 2021). Employment means engaging in various economic activities in the hope of gaining some opportunity economic benefits. The percentage of people living in rural areas is steadily declining. The world's rural population is steadily declining. In 2022 world rural population is 3,398,794,081 (World Rural Population 1960-2021, 2022).in this study's main objective is how the Apparel industry effects rural employment. Other Objectives are identifying how job satisfaction affects employee retention identify the factors influencing employment and the relationship between those factors and the employment sector.

2. Methodology

Kegalle district, Rambukkana Pradeshiya Sabha is located in the Northwestern and Central Provinces and has 89 Grama Niladhari Divisions. The total population of Rambukkana is 93,329. It has a population density of 701.14 per square kilometer. There are 7,878 employed in the public sector, 11,550 in the private sector and 1,011 in the semi-public sector. Rambukkana Pradeshiya Sabha also has 17 garment factories in the area which have created 3296 jobs. (Sampath Pathikada 2021). Three of the 89 Grama Niladhari divisions were used for this study. The study targeted the working population in the 18-60 age group. The samples were selected according to a simple random sampling method by the employees divided into layers according to the service sector in which they work. The sample size was selected using the Yamani method to minimize errors. 95 was selected as the sample.

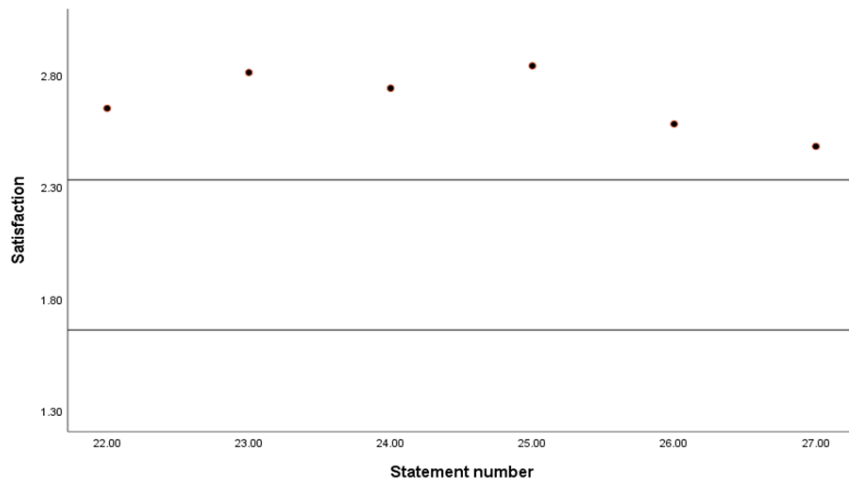
3. Data Analysis

Table 1: Chi- Square test

	Pearson Chi-Square	Asymptotic Significance (2-sided)
Education & Sector	21.118	0.049
Age & Sector	26.935	0.042
Grama niladhari division & Employment sector	3.147	0.925
Distance & Employment sector	129.937	0.002

Source: Survey Data, 2022

Figure 1: Apparel section job satisfaction



Source: Survey Data, 2022

Satisfaction with the overall work environment in the apparel sector is 2.48.

Table 2: KMO Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.718
Bartlett's Test of Sphericity	Approx. Chi-Square	199.992
	df	36
	Sig.	0

Source: Survey Data, 2022

In this study, the KMO value is 0.718 while the significant level is ($p < 0.001$) and therefore factor analysis is appropriate.

Table 3, the variance analysis of the factors performed according to the Varimax factor rotation method under the predominant component extraction method. If the eigenvalue is greater than 1, three main factors are selected. Of the Nine factors under consideration, 33.97% are described by the first factor, 14.96% by the second factor and 12.19% by the third factor. 61.% of the first three factors are described. Accordingly, these three factors mainly affect the employment of rural employees in the garment sector. Rural apparel Employment is influenced by three factors: income, level of education, and working hours.

Table 3: Total Variance Explained of the twenty factors

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.058	33.975	33.975	3.058	33.975	33.975
2	1.347	14.968	48.943	1.347	14.968	48.943
3	1.097	12.191	61.133	1.097	12.191	61.133
4	0.942	10.47	71.603			
5	0.784	8.71	80.312			
6	0.55	6.108	86.421			
7	0.489	5.43	91.85			
8	0.467	5.194	97.045			
9	0.266	2.955	100			

Source: Survey Data, 2022

4. Discussion and Conclusion

The Apparel industry influences rural employment by a variety of factors, including job satisfaction, income, reduced job distances, the need for a minimum level of education, and working hours.

According to this study, the apparel sector has the potential to have a clear impact on rural employment. Therefore, the apparel industry, an industry that is productive and brings dollars to the local economy, needs to be further developed.

It can also create new jobs by developing the infrastructure required for the garment industry and facilitating transportation to major commercial zones. Also, if employee welfare processes are further streamlined, new employment could be brought into the industry. During the corona epidemic, the garment industry suffered a setback. There are also businessmen in this sector who look after the welfare of their employees during that time.

New investors need to be attracted to make a positive impact on rural employment through the garment industry. Improving the level of

education of employees will enable them to further increase productivity. Providing specialist training from foreign countries and creating higher education opportunities aimed at the apparel sector.

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