



A Study on Problems of Garment Exporters in Tirupur

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ABSTRACT

Tirupur is the one of largest exporter of garment in India. There are more than 3,820 garment firms in count and its economic boom the morale of Indian garment industrialists. Fifty-six per cent of India's total knitwear exports come from Tirupur as that it contributes to a huge amount of foreign exchange in India. The Export in 2002-2007 makes worthy acknowledgment to Tirupur for its contribution to the export efforts and calls it a Town of Export. This research probes about whether the garment Exporter has a very fine insight into garments export and reveals about the problems of the people in garments exports. The research would study results about the exporters problems towards garments, the behaviour will involve in knowing the problems of garments in Tirupur district.

KEYWORDS

EXPORT, EXPORTERS PROBLEM, GARMENT

INTRODUCTION

The Textile sector plays an important role in the country's economy. It is the second largest sector in terms of employment, next only to agriculture. Tirupur has the largest and fastest growing export market in Tamil Nadu. The knitwear industry was mainly responsible for expanding global markets for Indian exporters. There are nearly about 3000 sewing units, 1326 knitting units, 730 dyeing units and other ancillary units which are much in count.

STATEMENT OF THE PROBLEM

Tirupur is experiencing unlimited progress in terms of garment industries. At the beginning, there were 34 knitwear factories and by 1968 this increased to 250 and today knitwear exports from Tirupur continued to grow throughout accounts for 90% of India's cotton knitwear exports. The growth of the industries in Tirupur has also faced many problems in its journey in terms of industrial organization, city infrastructure, natural raw material sources, needs for man power, electricity deficit, export procedures, workforce organization, Government policies, and pollution and so on. This study attempts to analyse various problem for exporters in Tirupur.

OBJECTIVES OF THE STUDY

- To analyse the problem faced by the exporters in Tirupur district.
- To offer suggestion based on result of study.

Research Methodology

The methodology includes area of the study, sources of data, sample size and statistical tools. This study uses primary data which have been collected from 200 garment exporters of Tirupur district through questionnaires by using simple random sampling technique. The collected data analyzed by using simple percentage analysis and average rank analysis.

Table – 1**PERCENTAGE ANALYSIS: The problem faced by the exporters in Tirupur district.**

1.PRODUCTION PROBLEM			
S.No	Options	No of respondents	Percentage
1	Labour	62	31
2	Lack of raw materials	49	24.5
3	Transportation	45	22.5

4	Power cut	44	22
	TOTAL	200	100

2.PROBLEMS WHILE EXPORTING

S.No	Options	No of respondents	Percentage
1	Natural disaster	84	42
2	Accident	75	37.5
3	Theft	35	17.5
4	Poor quality (Quality control issues)	6	3
	TOTAL	200	100

2. GENERAL PROBLEMS IN EXPORTING

S.No	Options	No of respondents	Percentage
1	Financial problem	81	40.5
2	Political condition	44	22
3	Unaware of government subsidies	44	22
4	Infrastructures (godown facility)	31	15.5
	TOTAL	200	100

BUYING PROBLEMS

S.No	Options	No of respondents	Percentage
1	Production schedule (position of export are not updated)	62	31
2	Buyers are not trust worthy	57	28.5
3	Fluctuation in the yarn time	43	21.5
4	Non-Skilled labour	38	19
	TOTAL	200	100

Table - 2**Rank Analysis : The Problems in export**

Option	No. of respondents					Score	Ranking
	1	2	3	4	5		
Sampling/Delay in unloading services	62	45	34	30	29	0.545667	1
Price fluctuation	44	65	34	34	23	0.504667	2
Export procedure	48	32	67	30	23	0.492167	3

Technology	20	39	35	61	45	0.377083	4
Political condition	26	19	30	45	80	0.36375	5
TOTAL	200	200	200	200	200		

SUGGESTIONS

1. Industrial association

AEPC is centre that provides assistance to garment exporters and helps to bridges the gap between exporters and overseas buyers through continuous improvement of quality management system. So the role of AEPC in textile industry is very important and the study also revealed that major exporters find the buyers through AEPC. The Ministry of textile has to give enormous support for perpetual running of AEPC and other associations.

2. Production problem

A lot of difficulties like labour, lack of raw material and its price fluctuation, transportation, power cut, heavy tariff and export duty may lead to difficult in export. The manufacturing company has to forecast the production plan as based on the purchase order. So the work in progress as per the plan then delivery takes place on time.

3. Reason for low turnover

Tirupur achievement in woven wear and knitwear exports over the last decades, there is still shortage of permanent skilled workers; the exporters have to take necessary step to retain the human resources. Fluctuation in the dollar price leads in low export order. Change in rate of yarn also leads in low pro-

duction which lead to low export order.

4. Technology

Technology wise Tirupur city is less developed as it has not high level machineries which is been used in other countries. India has a very advanced spinning sector and dyeing units. Production duration are long due to higher working process inventory. The minimum lead time, from production to delivery of garments for Indian apparel exports is 125 days, which is often longer period as the reason of deficient in technology.

5. Pollution and eco friendly environment

Before two years, Government has banded the dying process in the Tirupur district. Now the dying process has been reduced, because the new machineries (zero discharge method) were introduced to eliminate the dying process.

CONCLUSION

From this study, the researcher has concluded that main problems of garment exporters are financial problems, transport problems, infrastructure, Lack in development of technologies, dying problems and dollar fluctuation. Hence, it is concluded that there is a chance of development in Tirupur city in the fields of garments exporter, if proper solution has been provided by the industrial association and government to solve existing problems by making export of garment at faster rate to boom Indian export market. Knitwear factories also need to react as well as participate through in depth understanding of fashion and the industry has taken efforts by cope up with the present changing scenario. These problems getting solved, Export market is in anticipation of its next massive development.

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