ORIGINAL RESEARCH PAPER

Management

IMPACT OF AUTOMATION ON PRINTING INDUSTRIES IN SIVAKASI

KEY WORDS:

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ABSTRACT

We are all known that this is a scientific world. Science plays vital role in all business. Automation is one of the innovation techniques, which arises the development of science. Automation brings more changes in the entire business world. In this study mainly focus the impact of automation on printing business. Printing is one of the heart businesses of Sivakasi area. With the aim of this study the researcher found the information regarding the cost, employee satisfaction, working environment on after the automation process in printing industry. The researcher use primary data and secondary data for this study and also use convenient sampling method. This study also focused descriptive study methods.

Introduction
Fireworks and Match works are the famous business in Sivakasi. Depend upon that business so many allied businesses developed. One of those businesses is Printing Industry. Printing Industry provides more employment opportunity to the Sivakasi and surrounding villages' people. Most of the Printing products are exported to some foreign countries. In Printing We prepared Book, Wedding Invitation, Cinema Posters, various types of advertisement and so onThe printing industry was started in Sivakasi during early 20th century. Mr. S. Kaliappa Nadar, Mr. N.R.K. Rajarathna Nadar, Mr. Arunagiri Nadar were the pioneers of printing in Sivakasi.Printing units were started mainly to cater the local needs and after further expanding their capacity the companies started to get customers from other parts of the country. The printing units and allied industries have formed a cluster in Sivakasi that contributes to the high quality cost effective printing solutions to the customers. The printing industry in Sivakasi is worth about 1000 cores. The market for printing is growing at the rate of 10% per annum.

Statement of the Problem
It is a competitive world. In every minute and every second our competitor provide so may innovative product to the customer for develop their business. With the help of technology so many quality outputs will be provided to the customer in all business. Like that in printing industry so many automation process adopted. After the adoption of automation process so many changes appeared in the situation of employment, training, working environment, cost and operation process, supply chain, customer preference and so on. So in this situation researcher has a responsibility to study about the impact of automation.

Objectives of the study
- To identify the cost of printing in automated process
- To identify the customer satisfaction level
- To identify the quality of printing
- To identify the workers wage level
- To know the opinion of workers

Research Design
The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. In this market survey the design used is Descriptive Research Design. It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present.

Method of data collection
The collection of data is considered to be one of the most important aspects in the research methodology.

The data collection has been done through questionnaire by means of personal interview. A questionnaire is consisting of a number of questions printed in a definite order on a form. In this study a structured questionnaire with closed-ending questions are used.

Sampling
Since the population of sivakasi city is large in number, researcher was unable to collect information from all individuals due to limitation of time, so part of the population is taken for analyzing and generating the findings, which is applicable for total market.

Sampling design:
The present study has been undertaken from the point of view of the printing workers and owners in sivakasi.

Sampling Size
The size of the sample is 60 and factors to be considered are time, cost and effectiveness etc.

Result and Discussion
Table 1 : Cost of Printing in automated process machines
The researchers have collected data regarding the printing cost whether it is increased or not increased on automated machine. The result is shown in Table 1.

Sl. No	Particular	No of Respondents	Percentage
1	Increased	47	78.33
2	Not Increased	13	21.67
TOTAL	**60**	**100**	

Source: Primary Data
It is inferred the 78.33Percent of the respondents say that the printing cost is not increased after the introduction of automated machines.

Table 2: Customer Satisfaction Level
Customer satisfaction level on automated machines is depending upon the satisfaction level. The level of satisfaction is given in table 2

Sl. No	Particular	No of Respondents	Percentage
1	High satisfied	20	33.33
2	Satisfied	31	51.67
3	Dissatisfied	9	15
TOTAL		**60**	**100**

Source: Primary Data
It is lucid that 51.67 Percent owners say that the customers are highly satisfied with on automated machines.

Table 3: Quality of Printing
Printing quality level is studied on automated machines. The level printing quality is given in table 3

Sl. No	Particular	No of Respondents	Percentage
1	Good	45	75
2	Fair	15	25
TOTAL		**60**	**100**

Source: Primary Data
It is lucid that for 75 Percent of respondent that the quality of printing is good in on automated machines.

Table 4 : Workers Satisfaction Level
Workers satisfaction level is after the automated machine. The level of satisfaction is given in table 4

Sl. No	Particular	No of Respondents	Percentage
1	High satisfied	20	33.33
2	Satisfied	36	60
3	Not satisfied	4	6.67
TOTAL		**60**	**100**

Source: Primary Data
It is clearly show that 33.33 Percent of workers are feels that they are highly satisfied with working on automated machine.

Table 5: Opinion of Workers
The researchers has gathered the information regarding the opinion of the respondents about Automated Machine used in printing industry by applying weighted arithmetic mean. An analysis is made and its results are presented in table 5

Particular	SA	A	NOR	DA	SDA	Total	WAM	Rank
Automated Machine facility is very useful.	29	26	4	1	0	60	4.38	I
Automated Machine reduces the normal working time.	17	31	10	2	0	60	4.05	III
Automated Machine increases normal production level.	21	24	13	2	0	60	4.06	II
Automated Machine reduces the accident.	11	20	22	3	4	60	3.51	IV
Automated Machine spare parts are available in the Place.	7	21	29	2	1	60	3.51	V

Table 5 shows that, respondents (Workers) provide the first rank is given to facility is very useful to us. The second rank is given to increase normal production level. The third rank is given to reduces the normal working time, the fourth rank is given to reduces the accident, the fifth rank is given to spare parts are available in the place.

It is inferred that employees provide First Rank to the factor working environment is good.

Findings
It is inferred the 78.33 Percent of the respondents say that the printing cost is not increased after the introduction of automated machines. It is lucid that 51.67 Percent owners say that the customers are highly satisfied with on automated machines. It is lucid that for 75 Percent of respondent that the quality of printing is good in on automated machines. It is clearly show that 33.33 Percent of workers are feels that they are highly satisfied with working on automated machine. It is inferred that employees provide First Rank to the factor working environment is good.
Suggestions

The research finds that only 51% owners highly satisfied, so the researcher suggest that owners should learn the new technology to handle and improve the productivity and most of the workers are not satisfied with the automated machine, the researcher suggest owners should arrange proper training facilitates and some other safety measures provides to them and increase theirs satisfaction level with the automated machine.

Conclusion
The changing environment is uncertain. It will change frequently. As a business man we should frame our organization structure as per the changes incurred in an environment. When we are ready accepting the changes and face the technological problem, we can sustain in the business. If we are not ready to accept that we will not in the competition. So management should listen the changes regarding automation and ready to have a flexible in an organization structure.

References
1.   http://www.sivakasionline.com/printing.php