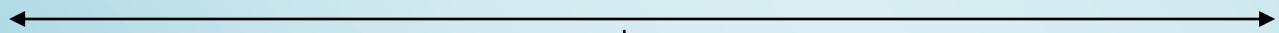


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A STUDY ON PROBLEMS OF GARMENT EXPORTERS IN TIRUPUR

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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 revels about the problems of the people in garments exports. The research would study results about the exporters problems towards garments, the behavior 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 mar-kets 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 indus-tries 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 poli-cies, 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 Tir-upur 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 Material | 49 | 24.5 |
| 3 | Transportation | 44 | 22 |
| 4 | Power cut | 45 | 22.5 |
| | 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 |
| 3. 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 (go down facility) | 31 | 15.5 |
| | TOTAL | 200 | 100 |
| 4. 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

| Options | 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 manage-ment system. So the role of AEPC in textile industry is very im-portant 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 re-duced, because the new machineries (zero discharge method) were introduced to eliminate the dying process.

CONCLUSION

From this study, the researcher has concluded that main prob-blems 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 pro-vided 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, Ex-port market is in anticipation of its next massive development.

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