

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MACHINE USAGE BASED ON PRODUCT MIX IN MANUFACTURING CLASSIFICATIONS <i>DR. SURESH TULSHIRAM SALUNKE &amp; SHWETA SURESH TULSHIRAM SALUNKE</i>	1
2.	A STUDY ON THE CHALLENGES FACED BY TIRUPUR GARMENT EXPORTERS <i>DR. S. SARAVANAN &amp; S. MOHANRAJ</i>	5
3.	HEALTHCARE AND MEDICAL TOURISM: RETROSPECT AND PROSPECT <i>R. VEERAPPAN, J. SASIGANTH, FR. ANGELO JOSEPH &amp; A. JOE ROBINSON</i>	8
4.	TRADE BETWEEN INDIA AND ASEAN COUNTRIES FOR AGRICULTURAL AND MINERAL PRODUCTS: EXPLORING COMPATIBILITY THROUGH REVEALED COMPARATIVE ADVANTAGE <i>DR. B. P. SARATH CHANDRAN</i>	11
5.	RELEVANCE OF ISLAMIC BANKING TO INDIAN ECONOMY <i>S. NAYAMATH BASHA &amp; DR. BADIUDDIN AHMED</i>	17
6.	AXIOMATIZATION OF THE PREFERENCE CORE IN MULTICRITERIA COOPERATIVE GAMES <i>A. SUGUMARAN &amp; P. VISHNU PRAKASH</i>	21
7.	CORPORATE GOVERNANCE & INFORMATION SECURITY: AN ANALYTICAL STUDY <i>DR. BADIUDDIN AHMED, SYED HAMID MOHIUDDIN QUADRI &amp; IRFANUDDIN</i>	25
8.	RUPEE FALLING: DOLLAR IS ON HORSE RIDE <i>M. RAMU, M. S. K. VARMA &amp; S.SUDHEER</i>	28
9.	AN ANALYSIS OF INDIAN AUTOMOBILE INDUSTRY: SLOWDOWN AS AN OPPORTUNITY FOR NEW DEVELOPMENT <i>DR. ANKUR KUMAR RASTOGI &amp; NITIN GOPAL GUPTA</i>	36
10.	A PROPOSED THEORY OF NEURAL NETWORKS IN KNOWLEDGE MANAGEMENT FOR AN EXPERT SYSTEM <i>V. SUMALATHA</i>	41
11.	THE INFORMATION MANAGEMENT PRACTICES OF BHIRDAR UNIVERSITY <i>DR. MATEBE TAFERE</i>	45
12.	VEBLENIAN SOCIO-PSYCHOLOGICAL MODEL: AN ETHNOGRAPHIC STUDY <i>DR. K. ABRAHAM &amp; DR. M. RAJASEKHAR</i>	51
13.	INNOVATIVE TEACHING AND LEARNING TO ENHANCE CRITICAL THINKING AND REFLECTIVE PRACTICE, FOR QUALITY AND RELEVANCE OF HEALTH EDUCATION <i>DR. BIRHANU MOGES ALEMU</i>	56
14.	A STATISTICAL ANALYSIS OF PHYSICALLY DISABLED POPULATION: DEVELOPMENT IN REHABILITATION SCHEMES <i>DR. CHINNA ASHAPPA</i>	68
15.	USE OF E-JOURNALS IN THE DISCIPLINES OF LIFE SCIENCE IN K.U.K: AN ANALYTICAL STUDY <i>ANIL KUMAR</i>	72
16.	ISLAMIC MICROFINANCE-FINANCING THE POOREST OF THE POOR <i>DILAWAR AHMAD BHAT</i>	79
17.	USE OF CLOUD COMPUTING IN MANUFACTURING COMPANIES <i>SHEETAL MAHENDHER &amp; SUBASHREE</i>	83
18.	CLIMATE CHANGE AND VECTOR BORNE DISEASES: THE ROLE OF GIS & REMOTE SENSING <i>DIVYA GEORGE &amp; DR. R. RAJKUMAR</i>	88
19.	FEASIBILITY STUDY FOR IMPLEMENTATION OF AN ACTIVITY- BASED COSTING SYSTEM (ABCS) IN ALLOY STEEL INDUSTRIES (ASI) <i>MAJID NILI AHMADABADI &amp; ALI SOLEIMANI</i>	96
20.	AN IMPACT OF SERVICE QUALITY ON LOYAL CUSTOMER AND ITS SATISFACTION: A STUDY OF PRIVATE BANKS IN KANPUR CITY (INDIA) <i>RAVINDRA KUMAR KUSHWAHA, GURPREET SINGH, NEERAJ JOSHI &amp; NEHA PUSHPAK</i>	101
21.	A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL IN CEMENT INDUSTRY IN TAMILNADU <i>DR. M. RAGURAMAN, R. VEERAPPAN, S. ALBERT, M. SUGANYA &amp; S. HEMAVATHY</i>	107
22.	DETERMINANTS OF MOBILE BANKING TECHNOLOGY ADOPTION OF COMMERCIAL BANKS IN ETHIOPIA <i>ZEMENU AYNADIS, TESFAYE ABATE &amp; ABEBE TILAHUN</i>	110
23.	EVALUATION OF LIC'S EFFICIENCY IN GENERATING CAPITAL FUNDS UNDER ULIP'S SCHEMES <i>MANJUSHREE S</i>	117
24.	EVALUATION OF COST MANAGEMENT TOOLS: A STUDY ON MULTINATIONAL PHARMACEUTICAL COMPANIES OF BANGLADESH <i>TAHMINA AHMED</i>	120
25.	AN EVALUATION OF NEW ZEALAND'S EXPORT COMPETITIVENESS USING SHIFT-SHARE ANALYSIS <i>DR. SATYA GONUGUNTLA</i>	126
26.	INCREASING INTERNATIONAL COLLABORATIONS IN SCIENCE AND TECHNOLOGY AROUND THE WORLD, AND ITS PATTERNS IN INDIA WITH SPECIAL REFERENCE TO INDO-GERMAN COLLABORATION <i>MUNEEB HUSSAIN GATTOO &amp; MUJEEB HUSSAIN GATTOO</i>	131
27.	A STUDY ON THE ETHICAL INVESTMENT DECISION MAKING IN INDIAN RELIGIOUS ORGANISATIONS <i>BINCY BABURAJ KALUVILLA</i>	135
28.	GREEN MARKETING MIX: A STRATEGY FOR SUSTAINABLE DEVELOPMENT <i>L. NANDA GOPAL</i>	138
29.	CONSIDERING RELATIONSHIP BETWEEN CASH WITH CAPITAL COST AND FINANCIAL FLEXIBILITY <i>AHMAD GHASEMI &amp; DR. ROYA DARABI</i>	140
30.	UNDERSTANDING THE GREEKS AND THEIR USE TO MEASURE RISK <i>SANJANA JUNEJA</i>	146
	REQUEST FOR FEEDBACK	150

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**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

**RECOMMENDATIONS/SUGGESTIONS**

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- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

**A STUDY ON THE CHALLENGES FACED BY TIRUPUR GARMENT EXPORTERS****DR. S. SARAVANAN****HEAD****DEPARTMENT OF B.COM INFORMATION TECHNOLOGY****DR. N.G.P ARTS & SCIENCE COLLEGE****DR. N.G.P NAGAR****S. MOHANRAJ****ASST. PROFESSOR****DEPARTMENT OF INTERNATIONAL BUSINESS****DR. N.G.P ARTS & SCIENCE COLLEGE****DR.N.G.P NAGAR****ABSTRACT**

*This study highlights the challenges faced by Tirupur garment exporters and its impact on export business, the research shows that the Tirupur knitwear export industry has registered 10-15 per cent growth every year is seeing business down with problems that started almost four years ago, though there are hopes of revival. The problems started in 2007-08 with the rupee appreciating against the dollar. Then, it was losses in Forex derivatives, slowdown in the U.S., closing down of processing units, and now the economic slowdown in the European Union. While all these have had an impact on exports, what worries Tirupur more is that its garments are becoming expensive in the international market. Some of the big overseas buyers have moved out of the Indian knitwear town to Bangladesh in the last two years. Business is estimated to have dropped by nearly 25 per cent.*

**KEYWORDS**

Free Trade Agreement, Preferential Trade Agreement, Tirupur Exporters Association, Apparel Export Promotion Council.

**INTRODUCTION**

Managing globalization is one of the biggest challenges in Indian garment industry. The Indian garment industry is vital to the economy of the country. It is one of the largest industrial sector in India and a leading foreign exchange earner. The exporters of Indian textile and clothing have grown under the environment of MFA quota for over two decades. The Indian textile and clothing trade is facing a tough competition due to liberalization of trade under WTO. The post quota period commencing 1<sup>st</sup> Jan 2005, the industry has in an expansionary phase, keen to cut down on flab accumulated by it over the ten years of quota enforcement on India by the developed world. With competition being free- for- all in the post quota phase, the industry has felt the urgent need to cut down on available costs to stay competitive. The Indian garment export industry has shown tremendous potential for growth in the coming few decades. The first knitwear unit in Tirupur was set up in 1925 and the growth of the industry was slow till late 1930s. A series of strikes in late 1930s in knitting factories in the neighboring towns of Salem and Madurai resulted in the opening of new firms in Tirupur. Subsequently, it emerged as the prominent centre for knitwear in South India by 1940s. In 1942, 34 units were engaged in the production of knitwear all these units were composite mills and the production was carried out in the same unit (sic). There are also references to some units performing specific tasks / operations like bleaching and dyeing, located in the larger units. By 1961, the number of units rose to 230 and till early 1970s, the industry catered only to the domestic market. These units were mostly composite mills without any subcontracting system of production. It was in the 1980s, the export market began to expand and subsequently Tirupur emerged as the largest exporter of cotton knitwear from the country, accounting for roughly 80 percent of the total cotton knitwear exporters.

**REVIEW OF LITERATURE**

**Soundariya Preetha (2012)** in her article "Fading fortunes of Tirupur" point out that Wages and dyeing and finishing charges in Tirupur are more than 15 per cent higher compared to Bangladesh, say a couple of leading exporters in the town. A hanger manufacturer hiked the per unit price by Rs.10 recently because of the increasing use of generator sets to tide over the power problem. These are small factors that add to the costs, they point out. Nearly 60 per cent of Tirupur's export supply is to the European Union. With the economic slowdown in the European countries, orders have dropped. Further, Bangladesh has zero duty access to the European Union under the General System of Preferences. This makes Bangladesh goods cheaper by 10 per cent. A large number of international brands say that they are able to get goods at lower prices from other countries, add the exporters.

**Sakthivel(2012)** in his article "Most Tirupur units limping back to normalcy" pointed out that India first raised its voice of concern when the EU countries' sop was extended to Pakistan as a relief measure to help that country come out of the devastating floods last year," This bilateral move will have a detrimental effect on the Indian textile industry as Pakistan is one of our major competitors.

The signing of FDI and FTA with the EU is expected to be a game changer and hopes to revive this industry back to its original scale. This decision is an enabling policy that will open up new windows of opportunity to modernize the retail sector. The Indian industry will benefit to a great extent once global retailers will start setting up local operations here and sourcing products from local manufacturers.

**Sunil Patwari (2013)** "Indian textile exporters pin hopes on EU-India FTA" said The textile and garment exporters of India are pinning hopes on Free Trade Agreement (FTA) between the European Union (EU) and India as it is expected to boost their exports to the EU. The EU is a major export market for Indian textile and garment exports. So by signing the EU-India FTA, there will be an increase. "Our neighboring countries such as Pakistan and Bangladesh are enjoying duty-free exports to the EU in yarn, fabric and garments. Once the India EU FTA is in place, we will be able to compete with these countries in exports," he informs. As the production cost of apparels is increasing in China, we expect to receive more export orders from the European Union

**OBJECTIVES OF THE STUDY**

1. To study in detail about Tirupur garment industry
2. To study the role of AEPC and its impact on garment exporters
3. To analyze the factors which acts as a problem for Tirupur garment exporters
4. To offer suggestions based on the study

**METHODOLOGY**

The study was conducted by using both primary and secondary data. Primary data were collected through structured questionnaire using convenient random sampling method. The secondary data was collected from various, journals, magazines, news papers and web sites

**SAMPLE DESIGN AND SAMPLE SIZE**

100 sample units in Tirupur are selected adopting convenient random sampling method

**LIMITATIONS OF THE STUDY**

- The study was restricted to the particular place only. The study considers the data from Tirupur only
- The sample size was restricted to 100 because of some factor

**DATA ANALYSIS AND INTERPRETATION****PERCENTAGE ANALYSIS****TABLE 1: THE LEVEL OF SATISFACTION WITH OVERALL PERFORMANCE OF AEPC**

Particulars	No. of Respondents	Percentage
Highly satisfied	32	32%
Satisfied	38	38%
Neither satisfied nor dissatisfied	10	10%
Dissatisfied	14	14%
Highly dissatisfied	6	6%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

The above table clearly indicates the satisfactory level of exporters on overall performance of AEPC. Out of 100 samples taken for study, 38% of the respondents are satisfied, 32% of the respondents are highly satisfied, 10% of the respondents are neither satisfied nor dissatisfied, 14% of the respondents are dissatisfied and 6% of the respondents are highly dissatisfied.

**TABLE 2: THE LEVEL OF SATISFACTION TOWARDS EXPORT PROMOTION POLICIES INITIATED BY GOVERNMENT OF INDIA**

Particulars	No. of Respondents	Percentage
Highly satisfied	26	26%
Satisfied	60	60%
Neither satisfied nor dissatisfied	6	6%
Dissatisfied	4	4%
Highly dissatisfied	4	4%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

The above table shows that level of satisfaction towards export promotion policies initiated by government of India. Out of 100 samples taken for study, 26% of the respondents are satisfied, 60% of the respondents are highly satisfied, 6% of the respondents are neither satisfied nor dissatisfied, 4% of the respondents are dissatisfied and 4% of the respondents are highly dissatisfied.

**Ho:** There is no significant relationship between the experience in export business and level of satisfaction towards export promotion policies initiated by government of India.

**TABLE 3: SHOWING THE EXPERIENCE IN EXPORT BUSINESS & LEVEL OF SATISFACTION TOWARDS EXPORT PROMOTION POLICIES INITIATED BY GOVERNMENT OF INDIA**

Experience in export business	Level of satisfaction towards export promotion policies						chi -square
	Highly Satisfied	Satisfied	Neither satisfied/dissatisfied	Dissatisfied	Highly dissatisfied	Total	
Less than 5 years	1	8	2	0	2	13	Degree of freedom=12 Level of significance=0.05 Table value=21.026 Calculated value=1105.53
5-10 years	23	15	3	3	0	44	
10-15 years	0	14	0	0	0	14	
Above 15 years	2	23	1	1	2	29	
<b>Total</b>	<b>26</b>	<b>60</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>100</b>	

It is found from the above table the table value is less than calculated value at 12 Degree of Freedom. Hypothesis is rejected. Hence it is concluded that there is a significant relationship between the experience in export business and level of satisfaction towards export promotion policies initiated by government of India.

**Ho:** There is no significant relationship between the experience in export business and level of satisfaction towards overall performance of TEA.

**TABLE 4: SHOWING THE EXPERIENCE IN EXPORT BUSINESS AND LEVEL OF SATISFACTION TOWARDS OVERALL PERFORMANCE OF TEA**

experience in export business	Level of satisfaction towards overall performance of TEA						Chi -square
	Highly Satisfied	Satisfied	Neither satisfied/dissatisfied	Dissatisfied	Highly dissatisfied	Total	
Less than 5 years	5	4	2	1	1	13	Degree of freedom=12 Level of significance=0.05 Table value=21.026 Calculated value=212.679
5-10 years	15	12	11	3	3	44	
10-15 years	5	3	0	3	3	14	
Above 15 years	5	16	2	3	3	29	
<b>Total</b>	<b>30</b>	<b>35</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>100</b>	

It is found from the above table the table value is less than calculated value at 12 Degree of Freedom. Hypothesis is rejected. Hence it is concluded that there is a significant relationship between the experience in export business and level of satisfaction towards overall performance of TEA.

**TABLE 5: SHOWING WEIGHTED AVERAGE RANKING FOR FACTORS INFLUENCING IMPORTER**

Factors influencing Importer	Total Score	WAS*	Rank
Ability to execute orders on time	1077	10.77	1
Preferential trade Agreement	847	8.47	2
Social Government Stability	315	3.15	3
Exchange Rate	527	5.27	4
Fashion & Design	504	5.04	5
Better Quality	446	4.46	6
Plant efficiency	419	4.19	7
good infrastructure	397	3.97	8
Reliability and Relationship	393	3.93	9
low cost	315	3.15	10

Source: Primary Data (\*Weighted average Score)



From the above table it is clear that, 'Ability to execute orders on time' is the prime most factor influences importer to buy Indian garments. The second, third and fourth rank was secured by 'PTA', 'Social and government stability', 'Exchange rate', respectively. 'Fashion and design', 'Better quality', 'Plant efficiency', 'Good infrastructure', Factors secured Fifth, Sixth, Seventh and Eight rank respectively. Ninth & Tenth rank was secured by 'Reliability and Relationship', 'Low cost' respectively.

TABLE 6: SHOWING WEIGHTED AVERAGE RANKING FOR CRITERIA THAT ACTS AS A COMPETITIVE EDGE FOR COMPRTITORS

Influencing factors	Total score	WAS*	Rank
FTA,PTA	536	5.36	1
Lower import duty	434	4.34	2
Lower interest rate	414	4.14	3
Stability of labour force	392	3.92	4
Lower labour cost	384	3.84	5
Cheap fabric	349	3.49	6
Lower cost of raw material	291	2.91	7

Source: Primary Data

\*Weighted average Sore

The above table clearly depicts that. 'FTA, PTA' is the prime most criteria which act as a competitive edge for Tirupur garment exporters. 'Lower import duty', 'Lower interest rate', 'Stability of labour force', secured second, third and fourth rank respectively. The fifth, sixth and seventh rank was secured by 'Low labour cost', 'cheap fabric' and 'Lower cost of raw material' respectively.

## FINDINGS

- 32% of the respondents are highly satisfied with overall performance of AEPC, 14% are neither satisfied nor dissatisfied
- 30% of the respondents are satisfies with overall performance of TEA
- 26% of the respondents are highly satisfies with Export Promotion Policies Initiated By Government Of India
- 26% of the respondents feels china as their competitors, 20% feels Bangladesh as their competitors
- 20% of the respondents are not satisfied with availability of labour
- 30% of the respondents are not satisfied with availability of skilled labour
- 42% of the respondents feels that the wages are high
- 24% of the respondents are dissatisfies with export procedures

## SUGGESTIONS

- ❖ Free Trade Agreement with EU will place garment exports at par with Bangladesh garment exports, as India will also enjoy the custom free duty in EU like Bangladesh and the advantage gained out of it will be helpful for increasing garment exports to the EU market. If Free Trade Agreements (FTA) is not possible across the board in near future, the Government can take a decision to have sector wise agreement including textiles industry
- ❖ Ten per cent excise duty imposed on branded readymade garment should be removed
- ❖ Governments have to increase the DBK rate to support the exporters and it must store the necessary cotton because of increase in cotton price and surplus cotton can be exported.
- ❖ TEA recommends banks to provide the following measures to tackle the current situation:
  - A moratorium for a period of one year in repayment of term loan and interest.
  - Waiver from payment of interest for one year as a special case.
  - Restructuring of the loans without any additional provision to be done by the banks.

## CONCLUSION

Tirupur have the ability to take up small orders or large orders at short notice. It is also able to produce the entire range of woven wear and knitwear at low cost with reasonably good quality within specified schedules. However, Tirupur are constrained by occasional delays in delivery. It also suffers from failures to meet standards demanded by higher price niche markets and inability to compete with China, Bangladesh and Sri Lanka in the low price product segment. Non-tariff barriers emerged along with quota phase out (on account of environmental and social issues like child labour and personal safety norms) also affected the growth of the study region. Its inability to reap benefits of economies of scale due to fragmented holdings is yet another threat. At the same time, it also failed to reap the full benefits of a cluster model due to absence of professionalism and snail pace government systems.

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