



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

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**ANALYSIS OF COTTON TEXTILE INDUSTRY IN KARUR DISTRICT, TAMILNADU****DR. N. RAJASEKAR****PROFESSOR AND HEAD****DEPARTMENT OF BUSINESS ADMINISTRATION****THIAGARAJAR COLLEGE****MADURAI - 625 009****M. GURUSAMY****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****PAAVAI COLLEGE OF ENGINEERING****NAMAKKAL - 637 018****ABSTRACT**

Karur is famous for its home textiles. Karur has a niche in five major product groups – bed linens, kitchen linens, toilet linens, table linens and wall hangings. Overall Karur generates around Rs.6000 crores (\$300 million dollars a year) in foreign exchange through direct and indirect exports. Allied industries like ginning and spinning mills, dyeing factories, weaving etc employs around 300.000 in and around Karur. The study aims at analyzing the problems of exporters that would be very much useful to make preventive measures. Identifying the own production problems, helps the textile authority to provide valuable suggestions to the exporter's and manufacturer's too. The study analyse problems related to the company for raising its standard. It helps the company to earn more profit and less waste. The specific objectives of the study are to analyse the structure of Textile Industry in India, to analyse the organizational pattern of exporters, to analyse the motivational factor of exporters To discuss the problems of exporters. The sample size taken around 80 textiles in Karur, it was selected through systematic Sampling Method. Primary data was collected using the interview schedule. Statistical tools are to obtain finding and average information in logical sequence from the data collected. After tabulation of data the researcher used following quantitative techniques such as Percentage, and Kendall's Coefficient of Concordance. Yarn prices to be reduced to meet their client requirements. The recommendations are to maintain a good raw material supply, Government should band raw material export. Our government have to fix raw materials cost annual or as per the availability. The cotton industry is to be taken to reduce the cost of transport and provide proper training to their employees; Proper stitching to be done by the trainers in proper time; Steps to be taken to reduce the waste and make use of wastage in producing useful products; Infrastructure play and essential part in production process; Shortage of Labour is to be prevented in the current scenario; Commerce ministry is to be highly supportive in protecting all export problems.

**KEYWORDS**

Cotton textile, Handlooms, Production Cycle, Home Furnishing Exports, Handloom Fabrics.

**INTRODUCTION**

The entire spectrum of production and processing facilities, needed to manufacture home furnishing products, are available in and around Karur. While the villages around Karur have enough handlooms to supply fabric to the exporters, the town itself has a strong powerloom base. Sourcing the yarn is not much of a problem because major spinning centres like Coimbatore, Salem and Dindigul are just one or two hours drive away from Karur. The town has considerable capacity for yarn dyeing and fabric dyeing could be outsourced to Perundurai near Salem. In addition, the local labour has strong skills in weaving, dyeing and stitching. The experience gained in catering to the domestic market has also helped the local industry when it started to penetrate the export markets. "Certainly, the sound technical know-how of the local labour is one of the key factors that have put Karur on a strong footing. This is also the reason why many companies from North India have set up production facilities here. With a view to making good use of Karur's inherent advantages' many companies have established factories in the town. Many Panipat exporters have also created strategic tieups with manufacturing units in Karur to meet the growing demand of Karur products in home furnishing from their buyers. "Most of the manufacturer-exporters were once handloom weavers. They have reached their current status by sheer hard work. The Karur exporter is also a genuine businessman, who always keeps his word. These intangibles have also helped Karur to develop into an internationally known sourcing point for home textiles. These are largely traditional strengths and do not explain the exports from the town gathering momentum in the last five years. "On the one hand, the local exporters have been sharply focusing on export markets and continuous modernization of the production process. On the other hand, many manufacturers have also turned themselves into direct exporters rather than supplying, as they were doing in the past, to merchant exporters based in places like Mumbai.

In recent years, Karur has also seen many significant changes in the production sphere. All manufacturer-exporters invariably have an in-house stitching facility. Other activities in the production cycle like yarn dyeing and weaving are either handled by themselves or outsourced. Many more companies are also jumping onto the integrated set-up bandwagon taking the advantage of cost, efficiency and lead-time. Integrated units put a company in an advantageous positions vis-à-vis cost, quality and lead time. The cost savings could be to the tune of 15%. With an integrated unit, it is also possible to ensure greater consistency of quality. As one can have tighter control over production process, it is easier to make improvements. Finally, and integrated unit helps to cut down the lead-time. This is crucial in home furnishing export business to-day. As for as weaving is concerned, 50% of the weaving is still carried out on power looms. The auto looms account for 30-35% weaving. This represents a major change form the past. The handlooms have however, not fallen silent due to the large-scale shift to power looms and auto looms. The handloom weavers continue to get work despite the proliferation of power looms and auto looms. This is perhaps because of the growing volume of home furnishing exports from the town and the growing interest in handloom fabrics for home fashion in the international market. Apart form the introduction of auto looms the home furnishing companies have also implemented technological upgradation in dyeing and stitching operations. While the majority of exporters have shifted from manual to cabinet dyeing, the stitching facilities are now functioning with power driven machines.

**NEED FOR THE STUDY**

The study aims at analyzing the problems of exporters that would be very much useful to make preventive measures. Identifying the own production problems, helps the textile authority to provide valuable suggestions to the exporter's and manufacturer's too. The study analyse problems related to the company for raising its standard. It helps the company to earn more profit and less waste.

**OBJECTIVES OF THE STUDY**

The specific objectives of the study are,

- To analyse the structure of Textile Industry in India.

- To analyse the organizational pattern of exporters in Karur District.
- To analyse the motivational factor of exporters in Karur District.
- To discuss the problems of exporters in Karur District.

### SCOPE OF THE STUDY

This is study on Cotton Textile Industry to the keen observation in Karur textile product only. The main purpose of this study is to know the production problem of cotton textile products. It also covers the overall cotton textile which centrates only selected respondents in Karur only. The result of the study is very much applicable to other company home textile products and other parts of the country.

### LIMITATIONS OF THE STUDY

- This study is limited to Karur Textile products at Karur only.
- As the study has been termed itself to limited period, it is not possible to cover all employees within a short period of time.
- The respondent sometimes hesitates to tell the information about their company.
- The study has been targeted towards the employees of sample size only 80 which is limited.

### REVIEW OF LITERATURE

The textile industry is one of the largest segments of the Indian economy accounting for over one fifth of total industrial production, and provides employment to approximately 15 million people. With over 9 million hectares under cotton cultivation and an annual crop of approximately 2,771 million kg, India is one of the world's largest reservoirs of this popular fiber. It enables the industry to manufacture almost every conceivable count and construction of fabrics." He suggested that the process of economic liberalization that began in the last decade has seen the industry become globally competitive (Anonymous, 2001). In India, the government priorities concentrate on transfer of technology and automation of the sector "to build world class state-of-the-art manufacturing capabilities (B.Choudhary, 2001).

Production of all types of chemical and natural textile fibres increased by 4.2% in 2002 in comparison to the previous year and attained 62.7 million tons. World production of chemical fibres increased by 6.1% in 2002, to 36.5 million tons, including a 6.2% increase for synthetic fibres, to 33.8 million tons, and a 1.6% increase in cellulose fibres (for the first time in recent years) by 1.6%, to 2.7 million tons. Polyester fibres and yarn remained the leaders in world production of textile raw materials, of which 81% was concentrated in Asia and half of the production volume was in China and Taiwan (Aizenshtein E.M., 2004). One must also consider the scope or range of options available to southern cotton textile managers in the selection of a pattern of labor deployment (Cathy L. McHugh, 1988). World trade in textiles and clothing amounted to US \$ 385 billion in 2003, of which textiles accounted for 43 percent (US \$ 169 bn) and the remaining 57 percent (US \$ 226 bn) for clothing. Developed countries accounted for little over one-third of world exports in textiles and clothing. The shares of developed countries in textiles and clothing trade were estimated to be 47 percent (US \$ 79 bn) and 29 percent, (US \$ 61 bn) respectively (Zhou Kaipin, 2008).

Textile printing has seen a number of innovations in printing methods since hand block printing were first superseded by machine methods. The changeover from traditional design work to using a CAD system can be a very positive experience. The main uses of CAD system are the creation of original designs, or the interpretation of artwork supplied by customers, the latter being either. (Ruchi Kholiya, Shahnaz Jahan, Rita Raghuvanshi, 2008).

The textile industry has a significant presence in the country's economy, contributing heavily to industrial production, employment and foreign currency earnings. Employing approximately 15 million people, the industry... The Indian textile industry is the second largest in the world. It has the largest cotton acreage of 9 million hectares, and is the third largest producer of this fiber. The industry ranks fourth in terms of staple fiber production and sixth among filament yarn production (Anonymous, 2002).

The production processes for high viscosity polyester are driven by two fast growing market segments the packaging materials especially the polyester bottles and the technical yarn production. Both areas are fortunately excluded from Chinese polyester fiber predominance yet and growing round the World between 6 and 12%/a (Dr. U. K. Thiele, 2008).

Ranking as the fourth largest producer of man-made fiber and yarn, second largest producer of viscose staple fiber, second largest number of spinning spindles and highest in loom capacity; India is exposed to a floodgate of opportunities and challenges. Indian manufacturers in this new scenario of free trade are increasingly trying to consolidate their strengths and potentials to grab a larger share of the global markets for synthetic textiles (Toshniwal, R L., 2006). Textile manufacturers at Karur are aiming at increasing exports in the next five years to the tune of Rs. 5, 00,000 crores. From Karur table linen, kitchen linen and furnishings are exported (M. Soundariya Preetha, 2004).

### RESEARCH METHODOLOGY

Research Methodology is a way to solve the research problem. It may be understood as studying how research is done systematically. For the study purpose, Karur has been selected because most of Textile industry situated in Karur only. Nearly 55% come from Karur Exporter Association (KEA) out of which at present nearly 650 units are actively engaged in exporting and related production process in Karur. Hence, 10% of the above units have been selected as sample for the purpose of present study. Based on simple random sampling, 80 units were selected for collecting the primary data. The researcher adopted the following methodology for the study.

**RESEARCH DESIGN:** A sound research design is inevitable for a work to be successful. Hence the research design is descriptive in nature. Research design is the basic framework which provides guidelines for the rest of the research process. It specifies the methods of data collecting & analysis.

**POPULATION:** It is the aggregate of all elements usually defined prior to the selection of the sample. It indicates finite no. of respondents. Reference to the Karur exporter's association "Membership exporter" are 133 in number and "Non – Membership exporter" is termed to be above 500. The research study includes 80 respondents for the survey in Karur textiles.

**SAMPLING METHOD:** The sampling method indicates how the sample units are selected. The most important decision in this regard is to determine which of the probability or non-probability samples is to be chosen. There are basically two types of sampling methods:

- a) Probability Sampling method and
- b) Non probability sampling method.

The sample size taken around 80 textiles in Karur, it was selected through systematic Sampling Method. Therefore this concludes, it is a probability sampling method.

**SAMPLE SIZE:** The sample size taken around 80 textiles in Karur, it was selected through systematic Sampling Method.

#### SOURCES OF DATA

- a) Primary Data
- b) Secondary Data

**PRIMARY DATA GATHERED:** Primary data consists of original information collected for specific purpose. Primary data are those which are collected for the first time and they are original in character. If an individual or an office collects the data to study a particular problem the data are the raw material of the enquiry. They are primary data collected by the investigator himself to study any particular problem. For the present study the primary data have been collected through interview schedule the present study censuses method in Karur district above 650 exporter are functioning of the district for the present study of 80 exporter have been included Conducted through interview schedule.

**SECONDARY DATA:** Secondary data consists of information that already exists and having been collected for some other studies. For the present study the secondary data have been collected through various internet, Websites and company catalogs.

**METHODS OF DATA COLLECTION:** The Data may be collected through primary sources and secondary sources. The researcher has collected the data from both the sources as noted above.

**DATA COLLECTION PROCEDURE:** Primary data was collected using the interview schedule. The respondent's reference to each question was carefully noted in the interview schedule. Their preferences and suggestions were carefully observed and noted. The interview schedule for the current project has been drafted in such a way as not to avoid or ignore even a light drifting of their opinions. Respondents were explained of the purpose of this study and workings in the interview schedule.

**ANALYTICAL TOOLS USED:** Statistical tools are to obtain finding and average information in logical sequence from the data collected. After tabulation of data the researcher used following quantitative techniques.

- Percentage
- Kendall's Coefficient of Concordance

**PERCENTAGE ANALYSIS:** Percentage analysis refers to a special kind of Ratio, Percentage are used in making comparisons between two or more series of data. Percentage relates the data figure with the base figure studied.

**KENDALL'S COEFFICIENT OF CONCORDANCE:** Kendall's coefficient of concordance, represented by the symbol W, is an important non-parametric measure of relationship. It is used for determining the degree of association among several (k) sets of ranking of N objects or individuals. This descriptive measure of the agreement has special applications in providing a standard method of ordering objects according to consensus when we do not have an objective order of the objects. The basis of Kendall's coefficient of concordance is to imagine how the given data would look if there were no agreement among the several sets. The procedure for computing and interpreting Kendall's coefficient of concordance (W) is as follows:

- All the objects, N, should be ranked by all k judges in the usual fashion and this information may be put in the form of a k by N matrix;
- For each object determine the sum of ranks ( $R_j$ ) assigned by all the k judges;
- Determine R and then obtain the value of s as under:  $s = \sum (R_j - R_j)^2$
- Work out the value of W using the following formula:

$$W = \frac{s}{1/12 k^2 (N^3 - N)}$$

where  $s = \sum (R_j - R_j)^2$ ;

k = no. of sets of rankings i.e., the number of judges;

N = number of objects ranked;

$1/12 k^2 (N^3 - N)$  = maximum possible sum of the squared deviations i.e., the sum s  
Which would occur with perfect agreement among k rankings?

## DATA ANALYSIS AND INTERPRETATION

### 1. KENDAL'S TEST BETWEEN THE FORM OF ORGANIZATION AND THE MOTIVATIONAL FACTORS OF THE KARUR TEXTILES

Motivational Factor	Sole Trader		Partnership		Joint Family	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Employment	2.31	IV	2.71	IV	5	I
Traditional Business	4.25	I	3.85	I	1	V
More Profit	2.79	III	3.37	II	2	IV
Growth Opportunity	2.86	II	2.79	III	4	II
Existing Demand	2.12	V	2.42	V	3	III

Source: Primary Data

$H_0$ : The different forms of exporters do not rank the motivational factor similarly.

$H_1$ : The different forms of exporters rank the motivational factor similarly.

Since, the calculated value S (24) is less than the Table value (64.3); hence, the null hypotheses are accepted. It concluded that the different form of exporters rank the motivational factor in different manners.

### 2. KENDAL'S TEST BETWEEN THE AGE OF THE UNIT AND THE MOTIVATIONAL FACTORS OF THE KARUR TEXTILES

Motivational Factor	Up to 5 Years		5-10 Years		Above 10 years	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Employment	2.82	V	2.39	IV	2.78	III
Traditional Business	3.61	I	3.65	I	3.81	I
More Profit	3.21	III	3.52	II	3.26	II
Growth Opportunity	3.11	IV	3.17	III	2.65	IV
Existing Demand	3.32	II	2.26	V	2.47	V

Source: Primary Data

$H_0$ : The different age of exporters do not rank the motivational factor similarly.

$H_1$ : The different age of exporters rank the motivational factor similarly.

Since, the calculated value S (60) is less than the Table value (64.3); hence, the null hypotheses are accepted. It concluded that the different age of exporters rank the motivational factor in different manners.



**3. KENDAL'S TEST BETWEEN THE MODE OF THE UNIT AND THE MOTIVATIONAL FACTORS OF THE KARUR TEXTILES**

Motivational Factor	Direct		Export through agency		Both	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Employment	2.41	III	2.92	IV	2.79	IV
Traditional Business	3.83	I	3.72	I	3.63	II
More Profit	3.39	II	3.32	II	3.25	III
Growth Opportunity	2.23	IV	3.08	III	3.65	I
Existing Demand	3.13	V	2.08	V	1.71	V

Source: Primary Data

H<sub>0</sub>: The different modes of exporters do not rank the motivational factor similarly.H<sub>1</sub>: The different modes of exporters rank the motivational factor similarly.

Since, the calculated value S (70) is greater than the Table value (64.3); hence, the null hypotheses are rejected. It concluded that the different mode groups of exporters rank the motivational factors in similar manners

**4. KENDAL'S TEST BETWEEN THE FORM OF THE UNIT AND THE MOTIVATIONAL FACTORS OF THE KARUR TEXTILES**

Motivational Factor	Sole Trader		Partnership		Joint Family	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Increase of Yarn Price	10.94	I	6.92	I	7	I
Increase of Operational cost	5.13	II	4.73	II	3	V
Heavy advance Payment to weavers	3.94	III	3.53	VI	2	VI
Shortage of Worker	3.69	IV	3.73	III	6	II
Shortage of Finance	2.63	VII	3.06	VII	5	III
Low quality of yarn	2.89	VI	2.68	IV	4	IV
Shortage of availability of yarn	3.63	V	3.67	V	1	VII

Source: Primary Data

H<sub>0</sub>: The different forms of exporters do not rank the motivational factor similarly.H<sub>1</sub>: The different forms of exporters rank the motivational factor similarly.

Since, the calculated value S (108) is less than the Table value (157.3); hence, the null hypotheses are accepted. It concluded that the different form of exporters rank the motivational factor in different manners.

**5. KENDAL'S TEST BETWEEN THE AGE OF THE UNIT AND THE MOTIVATIONAL FACTORS OF THE KARUR TEXTILES**

Motivational Factor	Upto 5 years		5-10 years		Above in 10 years	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Increase of Yarn Price	6.89	I	7	I	1.63	VII
Increase of Operational cost	4.26	III	5	II	4.87	I
Heavy advance Payment to weavers	4.37	II	3.57	IV	3.18	IV
Shortage of Worker	3.89	IV	4	III	3.58	III
Shortage of Finance	3.63	V	2.78	VI	2.87	V
Low quality of yarn	2.68	VI	2.77	VII	2.55	VI
Shortage of availability of yarn	2.47	VII	3.13	V	4.05	II

Source: Primary Data

H<sub>0</sub>: The different age of exporters do not rank the motivational factor similarly.H<sub>1</sub>: The different age of exporters rank the motivational factor similarly.

Since, the calculated value S (122) is less than the Table value (64.3); hence, the null hypotheses are accepted. It concluded that the different age of exporters rank the motivational factor in different manners.

**6. KENDAL'S TEST BETWEEN THE MODE OF THE UNIT AND THE MOTIVATIONAL FACTORS OF THE KARUR TEXTILES**

Motivational Factor	Direct		Export through agency		Both	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Increase of Yarn Price	7.34	I	6.92	I	7	I
Increase of Operational cost	5.17	II	5.08	II	4.33	II
Heavy advance Payment to weavers	3.9	IV	3.6	V	3.46	IV
Shortage of Worker	3.72	V	3.72	IV	4.21	III
Shortage of Finance	3.34	VI	2.76	VI	3.17	VI
Low quality of yarn	2.51	VII	2.64	VII	3.38	V
Shortage of availability of yarn	4.24	III	3.75	III	2.42	VII

Source: Primary Data

H<sub>0</sub>: The different modes of exporters do not rank the motivational factor similarly.H<sub>1</sub>: The different modes of exporters rank the motivational factor similarly.

Since, the calculated value S (204) is less than the Table value (157.3); hence, the null hypotheses are rejected. It concluded that the different modes of exporters rank the motivational factor in similar manners.

## 7. KENDAL'S TEST BETWEEN THE FORM OF THE UNIT AND THE MOTIVATIONAL FACTORS OF THE KARUR TEXTILES

Motivational Factor	Sole Trader		Partnership		Joint Family	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Increase of Transportation cost	3.25	III	3	III	1	IV
Difficult to receive the Abroad Market Information	3.31	II	3.01	II	2	V
Fluctuation in Foreign Exchange	4.56	I	4.75	I	5	I
Difficult to complete the order in time	2.13	IV	2.29	IV	4	II
Limited order	2	V	1.96	V	3	III

Source: Primary Data

H<sub>0</sub>: The different forms of exporters do not rank the motivational factor similarly.H<sub>1</sub>: The different forms of exporters rank the motivational factor similarly.

Since, the calculated value S (54) is less than the Table value (64.3); hence, the null hypotheses are accepted. It concluded that the different form of exporters rank the motivational factor in different manners.

## 8. KENDAL'S TEST BETWEEN THE AGE OF THE UNIT AND THE MOTIVATIONAL FACTORS OF THE KARUR TEXTILES

Motivational Factor	Upto 5 years		5-10 years		Above 10 years	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Increase of Transportation cost	3.67	II	3.52	II	2.92	II
Difficult to Receive the Abroad market Information	2.68	III	2.87	III	2.87	III
Fluctuation in Foreign Exchange	4.79	I	4.65	I	4.74	I
Difficult to complete the order in time	2.05	V	2.17	IV	2.42	IV
Limited order	2.21	IV	1.83	V	2.03	V

Source: Primary Data

H<sub>0</sub>: The different ages of exporters do not rank the motivational factor similarly.H<sub>1</sub>: The different ages of exporters rank the motivational factor similarly.

Since, the calculated value S (86) is greater than the Table value (64.3); hence, the null hypotheses are rejected. It concluded that the different age of exporters rank the motivational factor in similar manners.

## 9. KENDAL'S TEST BETWEEN THE MODE OF THE UNIT AND THE MOTIVATIONAL FACTORS OF THE KARUR TEXTILES

Motivational Factor	Direct		Export Through Agency		Both	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Increase of Transportation cost	2.35	III	3.4	II	3.42	II
Difficult to receive the Abroad Market Information	3.74	II	2.08	III	2.3	IV
Fluctuation in Foreign Exchange	4.58	I	4.64	I	5	I
Difficult to complete the order in time	1.23	V	2.2	IV	2.36	III
Limited order	2.09	IV	1.96	V	1.92	V

Source: Primary Data

H<sub>0</sub>: The different forms of exporters do not rank the motivational factor similarly.H<sub>1</sub>: The different forms of exporters rank the motivational factor similarly.

Since, the calculated value S (74) is less than the Table value (64.3); hence, the null hypotheses are rejected. It concluded that the different form of exporters rank the motivational factor in similar manners.

## FINDINGS

- It was clear from the study, 77.5% of the respondents belong to partnership firm in Karur textile industry.
- 47.5% of the respondents belong to above 10 years.
- 38.8% of the respondents belong to the mode of export direct.
- 87.5% of the respondents select their nature of business as both production and export.
- 71.3% of the respondents belong to the category "No" for the other business.
- It shows that the ranking pattern of exporter towards motivational factor is different manners. Hence the calculation is less than the table value, the null hypothesis is accepted.

## RECOMMENDATIONS

- Yarn prices should be reduced to meet their client requirements.
- To maintain a good raw material supply, Government should band raw material export.
- Our government have to fix raw materials cost annual or as per the availability.
- Steps to be taken to reduce the cost of transport.
- Proper training should be provided the employees.
- Proper stitching to be done by the trainers in proper time.
- Steps to be taken to reduce the waste and make use of wastage in producing useful products.
- Infrastructure play and essential part in production process.
- Shortage of Labour is to be prevented in the current scenario.
- Commerce ministry is to be highly supportive in protecting all export problems.

## SCOPE FOR FURTHER RESEARCH

The present study "An Analyse of Cotton Textile Industry, Karur" is an attempt to analyse the various reasons to start business, problems in job work & problems in export in Karur Textile Industry. It is not a complete study on Textile Industry in Karur, due to limited time. Hence, in future the following research projects can be undertaken in the study area,

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