

# A STUDY ON OBSTACLES FACED BY EXPORTERS IN TIRUPUR CITY

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**Abstract:** In Tirupur city the textile manufacturing is one of largest exporter of garments throughout various cities in India. As a changing of government the policies, legal laws, tariff plans implementation of tax system so many problems are raising for the exporters in Tirupur city. In this analysis the researcher taken the problem faced by export and importers in tirupur city to avail solutions to the manufacturing sector. The problems like production. Material, marketing, exchange rates and economic policies are facing so many disputes in the manufacturing sector. These research problems 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 exporter's problems towards garments, and suggest suitable solutions to solve the problems of exporters in Tirupur city.

**Keywords:** Export, Exporters problem, Importers, Garments.

## 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. 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.

## REVIEW OF LITERATURE:

- Coughlan, et al. 2006 prefers that the conflict occurs when one member's actions prevent another channel from achieving its goal affirm that conflict is an inherent aspect of interdependence relationships in distribution
- Menkhaus, et al., 2004 states that a well-chosen channel is necessary because it constitutes a significant competitive advantage, and it is designed to save costs, improve and increase efficiency, provide regular transactions, provide a larger customer base, and allow businesses to focus on other aspects of the organization
- Coelho & Easingwood, 2003 analyses that the Distribution tends to be one of the most immutable of the marketing mix decisions, but a number of external factors have led to an increase in its importance, namely, pressures on competitive advantage, the increased power of distributors, pressure to reduce distribution costs, a new stress on growth, and new technological developments.
- Jobber, 2001 explained that the Intensive distribution is at one end of the scale where the policy is to distribute to as many outlets as possible
- Clarke, 2000 observes that the Designing a good distribution channel is fundamental to good marketing. Within the distribution channel is the ability to use intermediaries to strategically market a product or service

## OBJECTIVES OF THE STUDY:

- 1) To study the independent features of the exporters in Tirupur city.
- 2) To analyse the factors influencing by the Exporters.
- 3) To find the problems faced by Exporters in Tirupur city.
- 4) To offer solutions to solve the disputes for the exporters in Tirupur city.

## SCOPE OF THE STUDY:

The development of interest in logistics after industrial revolution and World War II contributed to the growth in scope of logistical activities. As the Logistics is flourishing area the industries depend upon this area to reach their product safely to the end consumers.

**LIMITATIONS OF THE STUDY:**

- The logistics covers a wide range of logistics activities. However, the Study is concentrated only on transportation and freight forwarding.
- As most of the freight forwarders were reluctant to disclose material facts, the available data is more regarded as estimates.
- In spite of the above limitations, all efforts have been made to ensure correctness in the data collection.

**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.

**Data collection:**

The primary methods of data collection that is questionnaire technique was used to collect the data required. No of Respondents include both male and female. Convenience sampling method has been adopted under the non-probability sampling technique and about 100 samples have been collected for the study.

“A research design is the arrangement of conditions for collection and analysis of data in a Manner that aims to combine relevance to the research purpose with economy in procedure”

**Sampling Technique:**

Convenient sample technique is used to find sample from the whole population

**Sampling size:**

The study was conducted towards Logistics Industries in Tripura city. The size of the population is 100 and the survey was conducted in tirupur city.

**STATISTICAL TOOLS - PERCENTAGE ANALYSIS:**

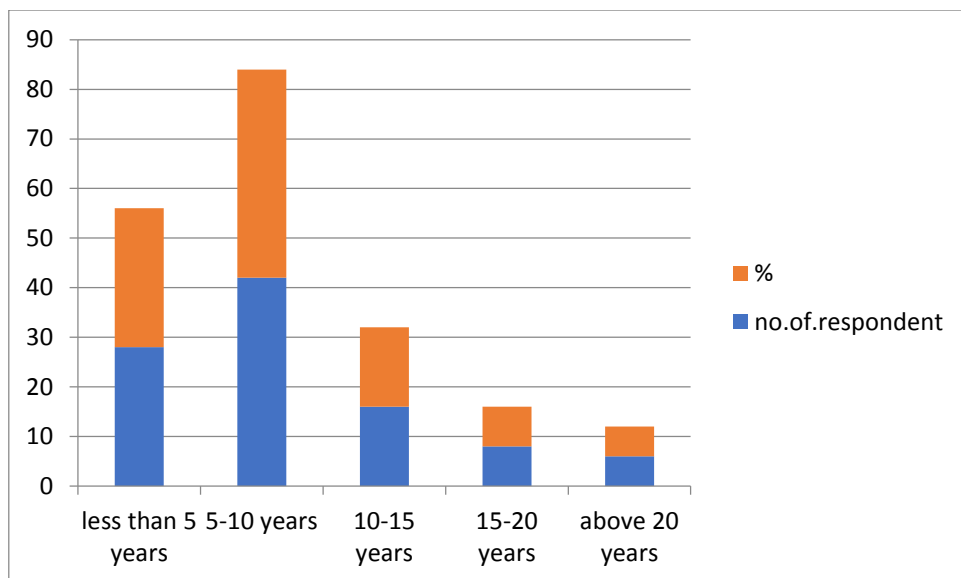
The Percentage analysis is an effective tool to study the attributes of the respondents. Each response by the respondent to a particular statement is plotted into frequency table and quantified. The entire response to the statement is considered as 100 percent and each of the choice within the statement is measured as what percentage does it holds to the total response to that particular statement.

**Percentage Analysis- Experience in Business:**

S. No	Experience In Business	No. Of. Respondent	Percentage
1	Less Than 5 Years	28	28
2	5-10 Years	42	42
3	10-15 Years	16	16
4	15-20 Years	8	8
5	Above 20 Years	6	6
	<b>Total</b>	<b>100</b>	<b>100</b>

**INTERPRETATION**

From the above table shows that, it is observed that, 28% are less than 5 years, 42% are 5-10 years, 16% are 10-15 years, 8% are 15-20 years, and 6% are above 20 years respondents.



## 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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