A study on Factors Affecting Textile Industry after covid-19

Zankhana Patel[1], Dr. Manisha Surti[2]

[1]Student, B.V. Patel Institute of Management, Uka tarsadia University, Mahuva, Bardoli, Gujarat, India.

[2] Assistant Professor, B.V.Patel Institute of Management, Uka Tarsadia University, Mahuva, Bardoli, Gujarat,India.

Abstract

The study assesses the different factors affecting to textile industries. It focuses on Manufactures and Exporters review & suggestions to many textile industries. The objectives of this study are to study on Factors Affecting Textile Industry after covid-19,To analyse the impact of COVID-19 on Indian textile sector. To find out the determinant factors affecting textile industries after covid-19. The primary data was collected from the 79 manufactures & exporters of textile industries. Data was collected through questionnaire non probability snowball sampling method which contains demographic questions, geographic questions and likert scale. Data analysis was done using statistical packages for social science (SPSS) and descriptive chi – square, Mann Whitney and Kruskal Wallis tests applied.The result viewed that major findings of this research is the textile industry is facing many challenges like poor road and other transport infrastructure, labour shortage. To encourage apparel exporters to increase the export activity the Indian government has to focus on manpower development and other methods.

Keywords: Exporters, review, demographic questions,frequency, chi – square, Mann Whitney, Kruskal Wallis.

1. Introduction

The Indian textile industry is one of the largest and most important sectors in the economy in terms of output, foreign exchange earnings and employment in India. It contributes 20 per cent of industrial production, 9 per cent of excise collections, 18 per cent of employment in industrial sector, nearly 20 per cent to the country's total export earnings and 4 per cent ton the GDP. The sector employs nearly 35 million people and is the second highest employer in the country.Ravi Exports Ltd. has made a name for itself in the list of top suppliers of Printed Curtains, Cotton Pillow Cover in India. The supplier company is located in Surat, Gujarat and is one of the leading sellers of listed products.It is listed in Trade India's list of verified sellers offering supreme quality of Abstract Brown Velvet Curtain, Digital Printed Abstract Velvet Curtain, Printed Abstract Velvet Curtain etc. Buy Printed Curtains, Cotton Pillow Cover in bulk from us for the best quality products and service.For the analysis of factors affecting textile industries, for example, Raw materials, transportation problem, exchange rate problem, poor quality control technique, worker shortage, payments problem. Many of the difficulties might be faced by majority of the researcher that lack of the time and knowledge to their respondents. Some time

confidentiality becomes issues while gathering data from respondents. Here, this kind of circumstances not occurred while gathering the data. Data analysis was done using statistical packages for social science (SPSS) and descriptive chi – square, Mann Whitney and Kruskal Wallis tests applied. There are some problems where company can improve, without improvement in it company can do better but for best they need to look into that and try to resolve those issues.

2. Literature review

Ashok panigrahi, kumar Ashutosh, sejal Mehta, Shubham pasricho (march 27,2020) had done research on impact of coronavirus outbreak on Indian textile sector. To analysis of the impact of covid-19 on Indian textile sector. They use secondary data (annual report) include pie chart depicts the export of textile products to various countries worldwide and percentage of exports to each country. Research gap was researcher not have access to primary data. So further study possible.

Ruchira gupta and debolina saha (November 2018) had done research on problems and prospects of textile industry to serampore region, west Bengal. To find out the origin and to analyse the various problems of the present printing mills including the workers. They use collected data through secondary sources as well as through personal interviews based on structured questionnaires. Research gap was government should take a strong and committed step through market survey to increase the quantity or volume of export not only at interstate or international level but also at international level.

Yoganandan, jaganathan, senthilkumar, Saravanan R (August 2013) had done research on factors affecting the export performance of textile industry in developing countries. To aim at reviewing researches conducted on the factors influencing the export performance of textile industry. They use based on available secondary data & information. Research gap was suggested that future researches can be done analysing impact of factors on less exportoriented industries so that possible such results may be compared and new theories could be established.

Manoj sharma & Rahul dhiman (2016) had done research on determinants affecting Indian textile exports. To aims at combining and companing the researcher conducted in the areas of determinants affecting the export performance of Indian textile industry. They use secondary data including gross domestic product, real exchange rate, per capital GDP and population growth rate of the importers all have a significant impact. Research gap was encouraged to investing effective strategies to improve textile and apparel export performance, based on the understanding of determinants of export performance.

Rahul dhiman, manoj sharma (February 2016) had done research on textile export in south Asian and its determinants. To aims at reviewing researches conducted in the area of factors affecting the export performance of textile industry. They used attempt based on available secondary data, information in the field of study. Also include geographical, legal environment, political factors for that study. Future research encouraged to investigate effective strategies to improve textile & export performance.

Divya P Solanki (September 2017) had done research on a role of textile industry in Indian economy. To aim india has great confidence to invite outsider for the investment as well for employment also. The Indian textile export well reach US $185 billion by the year 2024-2025. Emerged culture leads to

fashion consciousness that makes better textile industry more power full in upcoming decades. They use secondary data. Research gap was researcher not access to primary data so further study possible.

3. Research Objective

➢ To analyse the impact of COVID-19 on Indian textile sector.

➢ To find out the factors affecting textile industries after covid-19.

➢ To determine the difficulties faced by textile industries after Pandemic Situation.

4. Research Methodology

This research is based on the primary data collected by using questionnaire, thereby providing the general perception of the person being on behalf of the particular industry. The statistical tools such as percentage of analysis and also graphs are used to analyse the collected data. The research work carried out during February - march 2021.The problem is factors affecting of textile industry afterPandemic.Descriptive analysis use of research design.A detail descriptive about present situation can be found out by the descriptive study. Non-probability snowball sampling method is used in this research. For this study, the sample size taken for the survey purpose is of 79 people from Surat region.The collected secondary data from website, annual reports, various articles, case studies.Furthermore, considered on the responses of the numbered Likert scale.

5. Analysis

According to manufacturer & exporters review towards difficulties face by textile industries. They have selected appropriate options, where 1– Highly affected, 2 – Affected, 3 – Neutral, 4 – unaffected, 5 – Highly unaffected.

Different Factors	1	2	3	4	5
	Highly Affected	Affected	Neutral	Unaffected	Highly unaffected
Worker Shortage	51	12	15	00	01
Transportation Problem	17	41	18	00	03
Raw material Shortage	27	40	10	02	00
Government Policy	17	28	27	07	00

Payment Problem	27	32	14	05	01
Exchange rate problem	14	37	25	02	01
Time management	24	28	22	04	01
Tariff barriers	17	37	17	06	02
Different legal Norms	16	30	25	02	06
Poor quality control technique	16	34	25	02	02

Chi-Square Test

H_0: **There is no significant association between since which time doing business and Different factors for textile industry.**

H_1: **There is a significant association between since which time doing business and Different factors for textile Industry.**

Demographic Factor	Since which time doing business					Pearson Chi-Square		
	1	**2**	**3**	**4**	**5**	**χ2**	**Df**	**p-value**
Worker shortage								
Less than 5 years	0	0	05	03	04	10.348	9	.323
5 to 10 years	1	0	4	5	24			
11 to 15 years	0	0	5	4	16			
More than 20 years	0	0	1	0	7			
Transportation problem								
Less than 5 years	2	0	3	7	0	17.591	9	.040
5 to 10 years	1	0	3	19	11			
11 to 15 years	0	0	9	12	4			
More than 20 years	0	0	3	18	41			

Raw material shortage								
Less than 5 years	0	1	2	8	1			
5 to 10 years	0	1	1	16	16	20.066	9	.018
11 to 15 years	0	0	3	14	8			
More than 20 years	0	0	4	2	2			
Government Policy								
Less than 5 years	0	3	2	5	2			
5 to 10 years	0	3	13	9	9	9.042	9	.433
11 to 15 years	0	1	8	11	5			
More than 20 years	0	0	4	3	1			
Payment problem								
Less than 5 years	0	2	3	2	5			
5 to 10 years	1	1	4	17	11	14.942	12	.245
11 to 15 years	0	2	4	8	11			
More than 20 years	0	0	3	5	0			
Exchange rate problem								
Less than 5 years	0	1	4	5	2			
5 to 10 years	1	1	10	17	5	12.550	12	.403
11 to 15 years	0	0	10	8	7			
More than 20 years	0	0	1	7	0			
Time management								
Less than 5 years	0	0	2	9	1			
5 to 10 years	1	2	10	9	12	12.369	12	.416
11 to 15 years	0	2	8	7	8			
More than 20 years	0	0	2	3	3			
Tariff barriers								
Less than 5 years	0	2	4	5	1	6.893	12	.865
5 to 10 years	1	3	5	18	7			

11 to 15 years	1	1	6	10	7		
More than 20 years	0	0	2	4	2		
Different legal norms							
Less than 5 years	2	0	3	5	2		
5 to 10 years	3	0	13	13	5	10.807	12	.546
11 to 15 years	1	2	8	8	6		
More than 20 years	0	0	1	4	3		
Poor quality control technique							
Less than 5 years	0	0	2	7	3		
5 to 10 years	1	2	11	12	7	6.334	12	.898
11 to 15 years	1	0	10	10	4		
More than 20 years	0	0	2	4	2		

Mann Whitney Test

H_0: **There is no significant association betweenGender and any other business problem company facing due to the pandemic.**

H_1: **There is a significant association between Gender and any other business problem company facing due to the pandemic.**

Factors	**SignValue K-STest**	**Hypothesis**	
		H_0	**H_1**
Reduction of order	.818	Rejected	Accepted
		No Significant association between Gender and any other business problem	
Inability to deliver existing orders	.961	Rejected	Accepted
		No Significant association between Gender and any other business problem	
Increase difficulty of financing	.601	Rejected	Accepted
		No Significant association between Gender and any other business problem	

Existing loans cannot be extended	.770	Rejected	Accepted
		No Significant association between Gender and any other business problem	
Disruption of logistics	.892	Rejected	Accepted
		No Significant association between Gender and any other business problem	
Upstream & downstream chain disruption	.892	Rejected	Accepted
		No Significant association between Gender and any other business problem	
Insufficient protective equipment	.244	Rejected	Accepted
		Significant association between Gender and any other business problem	

Kruskal Wallis Test

H_0: **There is no significance difference in age and other different factors company facing due to the pandemic.**

H_1: **There is a significance difference in age and other different factors company facing due to the pandemic.**

Factors	Age	N	Mean Rank	Df	Associated significance
Worker shortage	Up to 20 years	15	35.70	2	0.596
	21 – 40 years	53	40.60		
	41 – 60 years	11	42.95		
	Above 61 years	0	0		
Raw material shortage	Up to 20 years	15	32.53	2	0.304
	21 – 40 years	53	41.61		
	41 – 60 years	11	42.41		

	Above 61 years	0	0		
Government policy	Up to 20 years	15	49.00	2	0.186
	21 – 40 years	53	38.47		
	41 – 60 years	11	35.09		
	Above 61 years	0	0		
Payment problem	Up to 20 years	15	44.83	2	0.001
	21 – 40 years	53	43.37		
	41 – 60 years	11	17.18		
	Above 61 years	0	0		
Exchange rate problem	Up to 20 years	15	49.30	2	0.033
	21 – 40 years	53	40.01		
	41 – 60 years	11	27.72		
	Above 61 years	0	0		
Time management	Up to 20 years	15	43.50	2	0.406
	21 – 40 years	53	40.61		
	41 – 60 years	11	32.27		
	Above 61 years	0	0		
Tariff barrier	Up to 20 years	15	53.00	2	0.028
	21 – 40 years	53	36.22		
	41 – 60 years	11	40.50		
	Above 61 years	0	0		
Different legal norms	Up to 20 years	15	57.40	2	0.002
	21 – 40 years	53	36.66		
	41 – 60 years	11	32.36		
	Above 61 years	0	0		
Poor quality control technique	Up to 20 years	15	54.23	2	0.012
	21 – 40 years	53	37.78		
	41 – 60 years	11	31.27		

	Above 61 years	0	0		

6. Findings

- The company mostly concerned about the people and it's not concentrating upon the production.
- Most of the people working in the company are too old.
- Unions are always there for fighting there for some reasons and this will create delay in the production process.
- Ravi exports Ltd is the largest and the biggest cotton yarn producing & exporting mill in Surat.
- There are power failures or power cuts, there is no other option for power generation or there is generator so because of this production process will be not interrupted then and there.

7. Conclusion:

The main purpose of doing this research to know the how textile industries are facing Problems after covid-19. The textile industry is the one of the largest industries in world in terms of output, production and employee. In 2018-19, India was the 5th largest textiles and apparel exporter globally, followed by Bangladesh and Germany with their exports worth $ 35 Bn and $ 34 Bn respectively. India's textiles and apparel exports are expected to reach $ 70 Bn by 2025-26. India is a rapidly growing industrial economy with availability of key resources such as land, power, water, manpower and a conducive regulatory framework for industries in textiles and apparel sector to thrive. 40 per cent of the Indian population is expected to be in urban areas by 2030, up from 21 per cent in 2011.India is expected to become the world's fastest growing e-commerce market. Increasing participation of women in workforce. The Indian textiles and apparel industry have contributed 2.3 percent to the GDP of India, 13 percent to industrial production, and 12 percent to export earnings. In Budget 2021-22, the government proposed a scheme for setting up mega textile parks in the country to enable India's textile industry to become globally competitive, attract large investments, and boost employment generation through the creation of world-class infrastructure. Exporters face many problems during & after pandemic like transportation problem, exchange rate problem, worker shortage, tariff barrier, government policy etc.

8. Suggestions

Company should have a good generator or other power receiving potions.Government should take more initiative and pay off all the losses that the companyhave got.Company should include some more young people.Each employee working in the company should know more about how to operate

the machineries and all in the company.Company should improve their service quality.Incentive program has to be arranged.Company should focus on factors affecting the textile industry.Production training for workers has to be arranged.Number of fire extinguisher has to be increase.The mill owner should give some additional benefits to the workers such as free health check-ups, helping in children's education, giving the facility of life insurance, providing proper welfare facilities and wages should be paid according to the wage structure as mentioned by government.

9. References

- https://www.researchgate.net/publication/342958467_Impact_of_coronavirus_outbreak_on_Indian_textile_sector
- https://www.researchgate.net/publication/344309301_factors_affecting_the_export_performance_of_textile_industry_in_developing_countries_-a_review_of_literature
- https://www.researchgate.net/publication/331328846_Relation_between_Labour_Productivity_and_Export_Competitiveness_of_Indian_Textile_Industry Co-integration and Causality Approach
- https://www.researchgate.net/publication/318482027_A_study_of_growth_and_diversification_of_Indian_textile_trade
- https://www.researchgate.net/publication/328556544_an_empirical_study_of_factors_influencing_performance_of_textile_industry_evidence_from_pakistan
- Hafizi Iqbal Hussain, Muhammad hassle, Sebastian kot, kittisak jermsittiparsert (October 2020)research on non- linear impact of textile and clothing manufacturing on economic growth:- The case of top Asian economies. University of economics and human sciences in warsaw, ul. Okopowa 59, 01-043 warsaw, Poland
- A S M Monjurul Hasan, rashedul tuhin, Mahfuz Ullah, Shah md. Salimullah (May 2019) research on drivers and barriers to industrial energy efficiency in textile industries of Bangladesh. institute for intelligent systems research and innovation, deakin university, Victoria 3216, Australia; mpappu@ewubd.edu
- Ruchira gupta and debolina saha (November 2018) study on problems and prospects of textile industry to serampore region, west Bengal. International journal of applied social science volume 5 (11), November (2018): 1980 – 1992.
- Redwanur Rahman, saleh shahriar, sokvibol kea (2019) A study on determinants of exports: A gravity model analysis of the Bangladeshi textile and clothing industries. FIIB Business review 8 (3) 229 – 244,2019 Fortune institute of international Business.
- Dr. Yoganandan G. (march 2015) research on an overview of Tirupur: the textile city in India. Volume – 4, issue – 3, March – 2015 ISSN No 2277- 8160
- Hildegunn kyvik nordas (January 2004) research on the global textile and clothing industry post the agreements on textiles and clothing. Centre William Rappand 154 rue de Lausanne CH- 1211 Geneva Switzerland

- Meenu tewari (April 2008) research on deepening intraregional trade and investment in south Asia. University of North Carolina at chapel hill, NC 27599 mtewari@unc.edu
- Rahul dhiman & manoj sharma (December,2016) study on examining the growth trends, direction and competitiveness of Indian textile exports in global trade. Rahul.dhiman@chitkara.edu.in
- Giorgio barba navaretti, Anna M falzoni and Alessandro Turrini (February 2001) research on the decision to invest in a low wage country:- evidence from Italian textiles and clothing multinationals. Centre for economic policy research 90- 98 Goswell Rd, London ECIV 7RR
- Dr. Yoganandan and Dr. Saravanan R (January 2015) research on impact of global recession on global textile exports and imports. Volume – 4, issu – 1, jan – 2015 ISSN No 2277-8160
- Nur sabrina mohd palel, rehmah ismail, and abdul hair awang (January 2016) A Study on impact of foreign labour entry on the labour productivity in the Malaysian manufacture sector. Journal of economic Cooperation and Development, 37,3 (2016), 29 – 56
- http://businessworld.in/article/Covid-19-And-Textile-Industry/09-05-2020-191637
- https://www.televisory.com/blogs/-/blogs/overview-of-textiles-industry-in-india-and-impact-of-covid-19