

A STUDY ON ORGANISATIONAL PERFORMANCE IN THE HOME AS THE NEW OFFICE TOWARDS RETAIL TEXTILE INDUSTRY IN COIMBATORE CITY

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ABSTRACT:

A study focuses on the organizational performance and its factors that affected the retail textile industry and its new strategy of working from home in this pandemic period. The study also reveals how textile industry has adopted to it and how they have implemented the ideology with the employees. At the same time how they tuned non skilled employees into skilled employees in this prevailing pandemic situation. The study also explore how fore the employees utilizing their opportunities and how they are facing the challenges in pandemic situation. The findings and suggestion are related to above criteria.

KEYWORDS: Organizational performance , Employee Development, skilled and unskilled employees.

INTRODUCTION:

ORGANIZATION: It is a group of humans associated together to perform specific task or to attain some common goal

PERFORMANCE: It is the process of performing and action that helps to attain the goal.

ORGANIZATIONAL PERFORMANCE: Organizational performance is defined as the actual output of a company measured against its intended output. It is a broad field that deals with what an organization does and can accomplish when it interacts with its various constituencies.

In present situation there are lots of changes that has to be changed in organization part. In pandemic situation the textile industry organization performance has also to be changed to work from home. At the same time they should also focused on employee development through the factors that are influenced . Here are the factors that are influenced :

CONCEPT OF STUDY:

The studies main concept is the factors that get influence the organizational performance are as follows:

- **INTERNAL FACTOR:**
 - Purpose of the organization
 - Organizational instruments
- **EXTERNAL FACTOR**
 - Economic factor

■ Socio economic factor

■ Political factor

When we see the factors external factors has influenced more in the company performance. The are some pathway taken are followed in the study.

OBJECTIVES:

1. To find out the retail textile industry factors of organizational performance affecting their process
2. To measure the concept of turning unskilled employees into skilled employees.
3. To analyze the over come strategy used in pandemic situation by retail textile industry.

REVIEW OF LITERATURE:

AUTHOR:Ashok Panigrahi, Kumar Ashutosh, Sejal Mehta, Shubham Pasricha published in Journal of Management Research and Analysis 2020. The study explains the Indian textile industry impacts of covid 19 in that and how the exports of the products has reduced though the India is the second largest textile country. The study also tells what are all the risk factors taken to overcome.

AUTHOR:Vikas Kumar, Sanjeev Kumar, Kalapna published in Burnishedlawjournal.in 2021. The study tells the impact of covid 19 in textile and fashion industry and its economic status. The study tells economic perspective towards the textile industry has come down in larger scale. The government has also announced various remedy activities for tiny sector. When it comes to fashion we sell lots of traditional outfits are exported to other country but at this time all got stopped.

STATEMENT OF PROBLEM:

In this case we can analyse how the challenges faced by company to turn unskilled employee into skilled employee to achieve the target in pandemic situation.

PATHWAY OF ORGANIZATIONAL PERFORMANCE TOWARDS RETAIL TEXTILE INDUSTRY:

The success of any company is depends on employee of the firm. when you face any uncertain problem which you UN-expected. There is one hand that always help you is employee of the company.

Likewise when we take textile industry the major support is employees. This field contains the combination both skilled and unskilled employees. based on the circumstances that is happening has changed lot of things. To overcome this situation all the industry are trying their level best with lots of innovative ideas to enhance their employees and the same time the customer.

There are some innovative ideas that is followed and practiced by the retail textile industry are as follows:

- Online video shopping: Which connects the customer directly to the retail shop. There the sales person shows them the product they want and the customer can buy the product.
- The next idea is sales person will take bulk products to customer place and sale the product.
- Then comes a online shopping were lots of customer are used to it. But the firm has given lots of options and they have also created their own website to sell their product than on common portal.

- The retail textile industry does not contain only the sales there are lots of team like designing team they all started to work from home and they send the pattern to the production.
- All the sales and production meetings are carried through online
- Sales targets and achievements are uploaded in daily basis.

CHALLENGES FACED WHILE IMPLEMENTING THE IDEA:

When we try to implement any new ideas. There will be both pros and cons. Here are some challenges as follows:

- When it comes to online video shopping we have to make the sales person to handle it at the same time he/she has to satisfy the customer and make the customer to buy the product. If its on store it will be easy for them. But when it comes to online we have to train them with the help of experts.
- All the sales details updating in the system daily is the big task for them.
- The production , warehouse and sales department should always be together and should be linked then only they can achieve the target.

OPPORTUNITIES:

There are lots of challenges are discussed but at the same time there are some opportunities they are as follows:

- Where human brains can think too extreme in any uncertain situations like pandemic we can take as example.
- The company efforts of turning skilled employee make the employee feel happy and gives the non-monetary benefit. It will create a involvement in work.

FINDINGS:

1. It is found that company can turn unskilled employee into skilled employee into employee in any uncertain circumstances.
2. The organization performance process will get changed based on need.
3. It is found that the retail textile industry cannot follow the same strategy throughout the pandemic period.

SUGGESTION:

1. In the pandemic situation company has to face lots of problems and at the same time employee safety and secure is also important.
2. Once the situation gets over the company should continue innovative ideas for employee to be motivated
3. When it is a retail textile industry we have to be more updated in designs and techniques we are using.

CONCLUSION:

The study explains the factors that influence the organization performance and its progress. At the same time it is also found that employee is the major support for the firm to develop. In this pandemic situation all the industries are facing lots of problem to come up in that retail textile industry is also one of them. The study also reveals how non skilled employees to skilled employees. Though the shopping will not be the prior option for the customers. In spite of the organization has taken lots of efforts with the help of employees to overcome. This is a good sign that the industry is able to cope up in all situation.

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