

# A Study On The Skill Analysis Of Employees In Tiripur Apparel Export Units

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# ABSTRACT

The Indian textile industry has a significant presence in the Indian economy as well as in the international textile economy. However, technology obsolesce is one of the major issues faced by them. 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. Tirupur has been exporting more than one hundred knitted garment product categories, mainly falling in cotton, semi-fashion, middle price segment of casual wear, with the main product categories being T-shirts, men's shirts, ladies blouses, ladies dresses and skirts. The major advantage of the sector is its employment potential at low capital cost. The researcher would study the results about the employee's skills towards garments, and suggest the suitable solutions for exporters in Tirupur city.

Keywords: The Indian textile industry, Technology, Skill gap, Employment potential.

# **1. INTRODUCTION**

The garment sector is major importance to the Indian economy. Skills shortages are said to exist where there is a lack of adequately skilled and/or qualified individuals available in the accessible labour market. Not only contributes the industry substantially to India's export earning, it is estimated that one of every six household in the country depends on this sector, either directly or indirectly, for it livelihood. Retailers from all over the world also increasingly come to India attracted by low production costs. Among them larger brands like Wal-Mart, Tesco, and M&S. although all major brand companies have set up codes of conduct and audit mechanism to ensure compliance with basic labor standards, the ground floor reality has not



changed for the better and even seems to deteriorate as work pressure is rising due to growing demand.

Garment sector is one of the most important sectors in the Indian economy. Apart from providing one of the basic necessities of life the garment industry also plays a vital role through its contribution to industrial output, employment generation and the export diversification and expansion of manufactured exports for many countries. It has made significant progress over the years not only in respect of its contribution to industrial production, exports and generation of employment. Skilled labor, production-friendly systems and stable economic environment helped India to deliver wide varieties and huge volumes for the global market.

# 2. REVIEW OF LITERATURE

- LEENA AND LUNA 2014."Skill requirements analysis at the production floor in garment industry" garment industry has an over whelming presence in contributing maximum foreign exchange to Indian economy. Indian ready-made garment manufactures have various categories of products and to manufacture such as varied products trained and skilled employees are required at the production floor. The for research is focused to know the training aspect at operator level of employees of national branded apparel manufacturing units and international branded apparel manufacturing units and to find the difference in their skills. To meet the objectives , three domestic branded trousers and three international branded trouser companies were selects in the region of Delhi, national capital region(NCR) for primary data collection. The study is done on primary data. This is an empirical research and data is further analyzed to know the gap in skills of workers at production floor of national brand and international brand manufacturing unit.
- John Storey, Carline Emberson, David Reade (2005) In order to study the textiles and clothing industry requirements of skilled manpower for each job role and the present availability in the labor market, a Skill gap analysis for each job roles has to be taken up. The skill gap analysis will provide detailed information on present available workforce on each job role, industry requirements, may also project the future requirements of each job



role etc. Accordingly, the demand and supply gap in the skilled workforce may be identified for bridging the gap by means of skill development. The gap analysis may also help in developing measures to make a balance between supply and demand of job roles.

# **3. OBJECTIVES OF THE STUDY**

- > To analyze the skill gap with Tirupur garment work force.
- > To analyze exporters level of satisfaction on their employees.

# 4. LIMITATION OF THE STUDY

- The study mainly depends on primary data; therefore the validity of the data depends on the responses by the respondents.
- > The sample size was only 50; hence it is restricted due to their busy working conditions.

# 5. RESEARCH METHODOLOGY

A research is a master plan for the conduct of formal investigation. The science deals with principles and procedure in research and study. Research methodology is the pathway or an approach to get the needed information by locating the data from different sources which are primary and secondary. This chapter discusses the method of data collection and tools of analysis.

# AREA OF THE STUDY

> The research study was conducted only in Tirupur city.

# **RESEARCH DESIGN**

This is descriptive in nature .The researcher to find the strategies to be adopted by the apparel exporters to manage business crisis in Tirupur.

# DATA COLLECTION



This study is based on questionnaire method; primary data has been collected from various proprietors doing business in Tirupur city. The first draft of the questionnaire was prepared bearing in mind of research problem and objective of the study. Secondary data was collected from websites and journals.

#### SAMPLING TECHNIQUES

Stratified sampling techniques are used in the study. Stratified sampling refers to a type of sampling. With stratified sampling, the researcher divides the population into separate groups, called strata. Then a probability sample (often a simple random sample) is drawn from each group.

# PRIMARY DATA

The primary data have been collected through a structured questionnaire. The questionnaires were distributed to 50 apparel industries in Tirupur.

#### SECONDARY DATA

Secondary data have been collected from various sources namely outside from journals, magazines, other research works and also from other authenticated websites.

#### SAMPLE SIZE

Sample size is the number of items to be selected from the universe to constitute a sample size is 50 in numbers.

# 6. STATISTICAL TOOLS USED FOR THE STUDY

- Simple percentage analysis
- $\succ$  Chi square
- Ranking Methods



➢ Weighted average

# 6.1 Simple Percentage Analysis

Percentage analysis is used in making comparison between two or more series of data. Percentage is used to describe relationship. Percentage can also be used to compare the relative terms, the distribution of two or more series of data.

Percentage of respondents = Nur

Number of Respondents

\*100

Total number of people questioned

# 6.1.1 TABLE SHOWING DETERMINANTS OF PERCENTAGE ANALYSIS

VARIABLES	FACTORS	PERCENTAGE
YEAR OF EXPERIENCE	Less than 5 years	4%
	5-10 years	44%
	11-15 years	45%
	Above 15 Years	48%
TYPES OF	Sole proprietorship	56%
ORGANIZATION	Partnership	28%
	Private limited company	14%
	Others	2%
EXPORTING COUNTRIES	Asian countries	6%
	Middle east countries	14%
	USA	48%
	European countries	28%
	Others	4%
NO.OF.EMPLOYEES	Less than 50	39%
	50-100	24%
	More than 100	38%
WORKFORCE	Male	86%
	Female	14%
GARMENT CATEGORY IN	Women	6%
THE CONCERN	Men	4%
	Children	24%

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	Women/men	66%
NATURE OF WORKERS	Temporary	24%
	Contract	28%
	Permanent	48%
EMPLOYEES TRAINING	ATDC- apparel design and	18%
INSTITUTION	training centre	
	NIFT- national institute of	14%
	fashion technology	
	SHIMA- institute of fashion	14%
	designing& apparel training	
	Others	54%
CRITERIA FOR TRAINING	Experience	38%
	Education	6%
	Levels of needs and wants	56%
LABOUR ADOPT LATEST	Yes	62%
TRAINING	No	38%
TYPES OF WORKERS	Skilled	70%
	Semi-skilled	24%
	Unskilled	6%
OPINION OF	Lack of time for training	14%
UNWILLINGNESS OF	Lack of expected outcome	70%
STAFF TO UNDER GO TRAINING	Lack of interest	16%

Source: Primary data

#### **INTERPRETATION**

According to the survey 4% of the respondents have experience with less than 5 years, 44% of the respondents have experience with 5-10 years, 4% of the respondents have experience with 11-15 years, and 48% of the respondents have experience with above 15 years. Their type of organization is 56% of the respondent companies are sole proprietorship, 28% are partnership, 14% are private limited company, and 2% of the respondents companies are others. Their major export designation place is 6% of the companies export to Asian countries, 14% to Middle East countries, 48% to USA, 28% to European countries and 4% of the companies export to other countries. The number of employees in their company is 39% of the respondents have less than 50 employees, 24% have 50-100 employees and 38% have more than 100



employees. The majority of workforce is 86% of the companies have male employees as majority workforce, 14% of the companies have female workforce. Their garment category of their concern is 6% of the respondents manufactured for women garment, 4% of the respondents manufactured men garment, 24% of the respondents manufactured children garment and 66% of the respondents manufactured women/men garments. Their nature of workforce is 24% of the respondents have temporary workers, 28% of the respondents have contract workers and 48% of the respondents have permanent workers. 18% have opt that their employees got trained from ATDC-apparel design and training center, 14% have opt opined that their employees got trained from NIFT- national institute of fashion technology, 14% have opined that their employees got trained from SHIMA institute of fashion designing apparel training and 54% have opined that their employees got trained others. Criteria of the training is 38% of the respondents opt that they train employees on the basis of experience, 6% of the respondents opt that they trained employees on the basis of education and 56% of the respondents companies opt that they train employees on the basis of levels of needs and wants. Labors level of adaptation to the latest technology is 62% of the respondents have opt that their employees adapt to the latest technology, 38% of the respondents have opt that their employees are not adopting to latest technology. A type of workers is 70% of the respondents have skilled workers, 24% of the respondents have semi-skilled workers and 6% of the respondents have unskilled workers. Unwillingness of staff to undergo training is 14% of the respondents have lack of time for training, 70% of the respondents have lack of expected outcome, 16% of the respondents have 16% of the respondents have lack of interest.

# 6.2 Chi-Square Test

The chi- square test measures the discrepancy the observed cell counts and what you would expect if the rows and columns were unrelated. The degree of influence of the following independent variables pertaining to the respondents with the respect to the factors influencing marketing decisions and market condition is:

$$X^2 = \sum (O - E)^2$$



ΣE

With degree of freedom (**D.F**)= (**C-1**)\*(**R-1**)

Where,

O = Observed frequency,

E = Expected frequency,

C = Number of columns,

R = Number of rows

Hence the chi-square test is applied to the test the significant difference observed (O) and expected  $\in$ . In this study also opinion (O) given on various attributes by the respondents are compared with the expected  $\in$  values and conclusion are derived.

**Null hypothesis (H0):** "There is no significant difference between the observed (O) and expected (E) frequencies".

Alternate hypothesis (H1): "There is significant difference between the observed (O) and expected (E) frequencies".

Employee and type of garment	Women	Men	Children	Women /men	Total
Less than 50	1	1	1	1	4
50-70	6	8	8	3	21
75-100	3	4	4	2	12
More than 100	4	2	3	3	13

6.2.1 TABLE SHOWING THE OBSERVED VALUE



Total	14	15	4	9	50
Source: Primary da	ta				

#### Formula:

Chi-square test

Test statistics;

# ∑ (О-Е) 2

# ΣE

0	Б	ΟΕ	$(\mathbf{O} \mathbf{E})$	$(\mathbf{O} \mathbf{E})2/\mathbf{E}$
U	E	O-E	( <b>U-E</b> )2	( <b>U-E</b> )2/E
1	1.12	-0.12	0.01	0.01
1	1.2	4.8	23.04	19.2
1	0.96	2.04	4.16	4.33
1	0.74	3.26	10.62	14.35
6	5.88	-4.88	23.81	5.57
8	6.3	1.7	2.89	0.45
4	5.04	-1.04	1.08	0.21
3	3.78	-1.78	3.16	0.83
3	3.36	-2.36	5.56	1.65
4	3.6	0.4	0.69	0.19
3	2.88	0.12	0.01	0.003
2	2.16	1.84	3.38	1.56
4	3.64	-2.64	6.96	1.91



2	3.9	-0.9	0.81	0.20
4	3.12	-1.12	1.25	0.40
3	2.34	0.66	0.43	0.18
	∑=50		$\sum$ (O-E) <sup>2=</sup> 87.86	$\sum_{E}(O-E)^{2/E}51.043$

# Table value

The (x) 2 table value 5% level for degree of freedom= (R-1)\*(C-1)

 $= (4-1)^*(4-1)$ 

 $=(3)^{*}(3)$ 

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=9
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Level of significance  $\alpha$ =0.05

Table value=16.919

Calculated value= 51.04

# The calculated value (x) 2 is (51.04) is smaller than the table value .He it is rejected

# 6.3 Ranking Method

In this method the respondents were asked to rank their opinion about the characteristic of the garment industry. The order of merit given by respondents was converted into rank.

# 6.3.1 TABLE SHOWING THE PROBLEMS WHICH YOU ENCOUNTER GREATER SKILL GAP

FACTOR	10	9	8	7	6	5	4	3	2	1	TOTAL	MEAN SCORE	RANK
Supervisor	4 40	4 36	2 16	4 28	8 48	10 50	6 24	5 15	4 8	3	268	5.36	IV
Technical	3	4	5	6	4	7	5	8	4	4			



(or)functional skill	30	36	40	42	24	35	20	24	8	4	263	5.26	VI
Communication skill	4	3	4	4	6	5	7	5	7	5	253	5.00	IX
	40	27	32	28	36	25	28	15	14	5	200	2100	
Team working skill	3	2	2	4	8	7	6	6	6	6	235	4.7	X
	30	18	16	28	48	35	24	18	12	6	200	,	
Handling latest	5	1	6	5	5	7	5	6	5	5	260	50	VIII
technologies	50	9	48	35	30	35	20	18	10	5		5.2	V 111
Computer skills	10	4	4	2	10	4	5	5	3	3	206	6 1 2	Т
	100	36	32	14	60	20	20	15	6	3	306	0.12	I
Emotional	4	5	4	5	6	5	5	6	6	4	267	5.34	V
intelligence	40	45	32	35	36	25	20	18	12	4	267		
Time management	5	4	5	2	5	5	6	5	6	6	252	5.04	VII
	50	36	40	14	30	25	24	15	12	6			
Multi tasking	5	6	7	6	4	4	4	6	4	4	292	5.84	П
	50	54	56	42	24	20	16	18	8	4		3.64	11
Marketing &sales	3	4	7	5	8	7	4	3	4	4	283	5.66	III
	30	36	56	35	48	35	16	15	8	4	203		111

Source: primary data

# **INTERPRETATION**

From the above table it is inferred the respondents have opined 1 rank for computer skills & 10 rank for team working with regard to the problems encounter from the workforce.

# 6.4 Weighted Average Mean Method

The term weight stands for relative importance of different items. Weights have been assigned to various ranks. The weighted score is calculated by multiplying the number of



respondents in a cell with their relative weights and the whole number is summed up to give the weighted score for that factors.

Arithmetic mean computed by considering relative importance of each items is called weighted arithmetic mean is computed by using the formula:

Where,



Where,

 $\sum XW$  = weighted arithmetic mean

 $\sum$ WX = value of items

 $\sum$ W= weight of items

# 6.4.1 TABLE SHOWING THE PROBLEMS FACED IN DIFFERENT STAGES OF PRODUCTION PROCESS

Performance	Ν	R	S	0	VO	Mean score
Knitting	8	12	12	10	8	3.04
Cutting	9	12	11	9	9	3.06
Stitching	17	9	12	8	4	3.54
Fabric design	9	11	12	8	10	3.02
Embroidery	18	10	11	9	2	3.66
Labelling	12	11	8	10	9	3.14
Dyeing	9	10	8	11	12	3.46



Checking	16	12	9	6	7	3.48
Ironing	8	6	12	6	18	2.6
Packing	5	5	10	12	18	2.34

Source: Primary data

The table exhibits the weighted average mean scores .The table highlights weighted score, which help to decide the most important problems faced in different stages of production process. The highest score3.66% is embroidery problem they are facing, and the lowest problem 2.34% packing problem they are facing.

#### 7. SUGGESTIONS

#### **1. Production Process**

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.

# 2. 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 is 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.

# 3. 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.



# 4. Skill gap analysis

In order to achieve higher control on their target market, global competition and customized niche markets; the managers in Tirupur Knitwear units need to motivate people, create new direction, and generate new opportunities. They have to combine creativity, imagination, intellect and sensitivity towards needs of new breed of employees. The strengths of these people can be fully utilized only through their involvement and co-operation which need effective training and development techniques. The Knitwear unit managers need to remain selfmotivated. Increased responsibility, fair recognition, due appreciation and rewards for beyond normal efforts are great motivators. Current managers are under greater scrutiny. It helps to obtain better support and willing involvement of team members. It is also vital in order to ensure proper appreciation of actions and constraints by the top management; thereby garnering support. Managing people is an art and lending a sincere hearing solves even the most difficult of problems. The managers are responsible both for discovering and defining their role as well as discharging the same. The bottom line thus is that the onus of fine tuning between the old and new management philosophies lies on the managers of today by which they can enhance productivity and motivation. The managerial skill gap analysis would provide solutions to overcome the prevailing skill gap, so it is important to study the possibilities of how the prevailing skills gap could be effectively narrowed. The detailed study will help in identification of various modes of training that could be adopted. This would lead to empowering the organizations with a strong skilled workforce, enabling them to improve on their productivity. This in turn would enable the knitwear exports to take up a better share in the global market, thus lending an extra avenue to boost our Indian economy.

# 8. CONCLUSION

The chapter deals with the summary of the study, followed by the discussions and the implications for the future policy development, curriculum designed implications for future research considerations. Several workforce studies have analyzed skill gaps by utilizing a mix of workforce survey research and aggregate labour supply/demand indicators. The problem of skill shortages among people across the world has never been felt as it is now. Such scenario is globally relevant and nations across the world have been constituting national skills



commissions one after the other. Industries across all sectors of economy have felt such need direly/ and voiced their concerns for the future of the economy. Encouraged by such challenge, the present study was undertaken.

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