

A Study on Quality Inspection System in Tirupur Garment Industry

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ABSTRACT

Tirupur is also known as the knitwear capital of india, accounting for 90% of india's cotton knitwear export. It has spurred up the textile industry in india for the past three decades. It contributes to a huge amount of foreign exchange in india. In the fiscal year 2013, exports were Rs.17,500. the city provides employment to around per month. Tirupur has a unique significant presence at the lower end of the international hosiery knitwear market.

Keywords : Knitwear Market, RMG Sector, Apparel Export Promotion Council, Quality Means, SIHMA, KNITCMA, TEA, TEKMA, AEPC

I. INTRODUCTION

OBJECTIVES OF THE STUDY

- To study the importance on quality inspection system in tirupur garment industry.
- To analyze the quality inspection system of selected garment industries in tirupur.
- To provide suggestion to improve the quality system.
- Sample size is limited to 20 selected companies, which are export units selected based on their turn over . their yearly turnover is more than 50 cores.
- The study was conducted only in tirupur city which compelled to neglect several potential analysis samples outside this area so the findings may not be applicable to any other cities.

II. REVIEW OF LITERATURE

SCOPE OF THE STUDY

In the proposed study, my investigation focuses on the quality inspection system in tirupur apparel industry.

- The study is restricted to the limited factories in tirupur apparel Industry.
- The study will be useful for the selected companies to understand their quality standards and find their weak area in quality.
- Rahman find that in Bangladesh every garments manufacturer should give first preference to its valued customer. Now-days buyers are very much quality conscious . if it becomes possible to maintain a high Quality system of inspection policy, the buyers shall be motivated to place more order in Bangladesh. So it is possible to set different modern quality procedures and quality management techniques in Bangladesh for the betterment of its RMG sector

- Moinkhan says that, as according to the present market scenario, quality plays a major role at an optimum or approachable cost. For which quality management is very important for the process. The TQM totally involves active participation and goods management support for achieving high intergrated quality of the product or service, which means good team work influences Total quality Management for goods penetration and reputation in the market
- Sashkin says that, Quality means that the organization's culture is defined by and supports the constant attainment of customer satisfaction through an integrated system of tools, techinques, and training .
- Leffler says that , Quality refers to the amounts of the non priced attributesa contained in each unit of the priced attribute
- Feigenbaum says that, quality means best for certain conditions. (a) the actula use and (b) the selling price.

III. METHODOLOGY

Essentially, this is an empirical study of knitwear exports of Tirupur in Tamil Nadu. Realising the set objectives involved numerous systematic steps were employed. Both primary and secondary sources were engaged, in addition to the informal discussions with the concerned sections of industry. The primary sources of information included a survey conducted with an enquiry schedule (Appendix II) across thirty sample export manufacturing units. The sample respondents are chosen purposively owing to the indifferent attitude of exporters to divulge the required data. Resistance to part with information drove the researcher to resort to purposive sample size of thirty. Nevertheless, the sample size consisted of ten percent of the total, which is eminently representative of the total registered manufacturer exporters. Actual survey was undertaken during July - December 2002. Relatively, the secondary data base

on Tirupur knitwear is stronger. The office of the Apparel Export Promotion Council (AEPC), Tirupur furnished data on export of garments from India, knitwear exports of India and Tirupur and the other places for the period 1996 - 2003. It also consisted of the exports to different destinations of quota and non - quota countries. The Textile Committee office provided data on the textile industry of India. The office of the Inspector of Factories gave details of the number of registered factories. The Tirupur Municipal Office furnished information relating to the economic features of the town and the municipal projects for the promotion of the industry.

Informal discussions with tlie members of the, South Indian Hosiery Manufacturing Association (SIHMA), Knit Cloth Manufacturers' Association (KNITCMA), Tirupur Exporters' Association (TEA), Tirupur Export Knitwear Manufacterrrs' Association (TEKMA), Dyers' Association, Mill owners' Association, the four Industrial Estate Associations, officials of the Textile Committee, Chairman and Deputy Chairman of the AEPC, members of the trade unions, export agencies, traders and labourers at various levels formed part of the data collection. More often than not, formal survey or published data could seldom capture the nitty - gritty issues of the study. Informal discussions are quite handy in such situations. Participation in all the India Knit Fair (IKF) and Knitech Fair events in the last five years provided opportunity to asses the viewpoints of buyers of knitwear and dealers of sophisticated machinery from foreign countries and other parts of India. Partaking in seminars and symposia on Tirupur industry and its preparedness for the future enabled the researcher to interact with entrepreneurs and experts in the field. Analysis of data carried out in the study used simple averages, Lekeret rank analysis, bar diagrams and pie diagrams. More importantly, an earnest attempt was made to apply Micheal E Porter's model with respect to real world conditions of knitwear exports in Tirupur. The 'four factor- five forces framework' of Porter

concerning the national, industry level and firm level competitiveness is used to find the features contributing to the competitiveness of Tirupur industry. Hypotheses relating to the performance, contributions to competitiveness, the level of importance of the different factors of competitiveness and the sustainability of Tirupur knitwear industry are considered for the study. On the whole, it is to record that all possible attempts in a scientific manner, have been made to gather, collate and interpret the results. No compromise is made in upholding objectivity in research throughout the study.

IV. LIMITATIONS

The competitiveness of the Tirupur knitwear industry depends on numerous factors and a wide range of activities performed by different type of manufacturing and trading entities. In recent years the constituent organisations also play a crucial role in determining the competitiveness of the industry. Hence a detailed understanding of the networking of the entire spectrum of the industry is indispensable. It is a daunting task to quantitatively estimate the contributions of units belonging to each stage of value addition of garments. Therefore the critical stage in the value chain related to the functions of the manufacturer- exporter has been decided for primary data collection. The Tirupur export community, despite its remarkable collective record in export performance is still very reserved in sharing information about the networking and the contacts at different levels. Most exporters prefer to maintain the secrecy of their export orders till the export is over. Hence there is considerable apprehension in talking to others on their activity. This caused considerable difficulties for the researcher to collect primary data, especially those relating to value and volume of exports and the size of investment. The AEPC through which the export consignments are cleared has details relating to only the direct exports

endorsed through the local office in Tirupur. But a sizeable portion of exports from Tirupur are exported from other centres by indirect exporters. Moreover the requirement of endorsement of exports to non-quota countries and nonquota items at the AEPC office has been discontinued from September 2000. Thus there is difficulty in comparing the yearly data to different destinations after the year 1999.

V. CONCLUSION

Quality plays a vital role in apparel business buyer are interested to buy the garment with good quality once the buyer decided that the quality of the particular company is not good the buyer will move to next company. To provide employment opportunity to the labor and for long time business companies should concentrate with quality parameters . The companies should give more importance to the quality parameters profit. Quality inspection system helps the companies to maintain the good quality of the garments and avoid unwanted expenses for rechecking due to poor quality. good relationship with buyer is much needed to ensure the growth of the business. quality inspection system helps to maintain the good relationship with the buyer.

The present study has concluded that the measurement of quality parameter highly depends upon the quality of knitting, dyeing and packing, using advanced knitting and dyeing technology will enhance the quality of the measurement which will lead to attain the zero defects. The companies should give more attention to the quality parameter appearance of the garment and workmanship for attaining good quality and avoid the rejected level of products.

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