

# A STUDY ON CHALLENGES FACED BY TEXTILE MACHINERY IMPORTERS IN TIRUPUR DISTRICT

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## ABSTRACT

*The worldwide marketplace presents a multitude of problems for importers of textile machines, which are shaped by several variables such as regulatory frameworks and market dynamics. This abstract outline the many issues that textile machinery importers must deal with, including supply chain interruptions, technical developments, regulatory obstacles, and market competitiveness. Importers face financial strains and administrative expenses due to regulatory complications, which include customs taxes, import limitations, and compliance requirements. In order to stay competitive, technological improvements require ongoing upgrading, which calls for significant expenditures and strategic planning. Geopolitical tensions and world events can cause supply chain disruptions that affect importers' operating efficiency by creating logistical issues and inventory uncertainty. Furthermore, intense competition in the market highlights the necessity of value addition and uniqueness in order to maintain market presence and profitability, both locally and globally. This abstract provides light on the complex landscape of challenges that textile machinery importers face, highlighting the need for a comprehensive approach that includes regulatory advocacy, technological innovation, resilient supply chains, and strategic market positioning to navigate and thrive in this constantly changing environment.*

**KEYWORDS:** Textile machinery, importers, challenges, textile sector, textile industry

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## INTRODUCTION

The textile industry in India holds a prominent position in the country's economy and cultural heritage, representing one of the oldest and largest sectors. With a rich history dating back several centuries, India's textile industry has evolved into a dynamic and diverse ecosystem encompassing various segments, from traditional handlooms to modern textile manufacturing units. India's textile industry has deep-rooted historical significance, dating back to ancient times when Indian textiles were highly prized commodities in international trade. Fabrics such as cotton, silk, and jute woven in India were renowned for their quality, craftsmanship, and intricate designs, attracting traders and merchants from around the world. The traditional handloom sector forms the backbone of India's textile heritage, characterized by skilled artisans weaving fabrics using age-old techniques passed down through generations. Handloom products, renowned for their unique designs and cultural significance, contribute significantly to India's textile diversity and artisanal craftsmanship. In addition to the traditional handloom sector, India boasts a robust modern textile manufacturing industry equipped with state-of-the-art machinery and infrastructure. Textile manufacturing units across the country produce a wide range of products, including yarn, fabric, garments, technical textiles, and home textiles, catering to both domestic and international markets. The textile industry is a vital source of employment and income generation in India, providing livelihoods to millions of people, including artisans, weavers, skilled workers, and professionals across the value chain. With its extensive reach and contribution to employment, the textile sector plays a crucial role in India's socio-economic development. India's textile industry is globally competitive, benefiting from factors such as abundant raw material availability, skilled workforce, diversified product range, and growing domestic and international demand. The country's textile exports encompass a wide array of products, making India a significant player in

the global textile trade. The Indian government has implemented various initiatives and policies to promote the growth and competitiveness of the textile industry. These include schemes for technology upgradation, infrastructure development, skill enhancement, export promotion, and ease of doing business, aimed at fostering innovation, investment, and sustainability in the sector. While the Indian textile industry presents immense opportunities for growth and innovation, it also faces challenges such as infrastructure bottlenecks, regulatory complexities, global competition, and environmental sustainability. Addressing these challenges requires collaborative efforts from industry stakeholders, government interventions, technological advancements, and market-driven strategies. The textile industry in India occupies a central position in the country's economy, culture, and social fabric. With its rich heritage, diverse ecosystem, and global competitiveness, the Indian textile industry continues to evolve and adapt to changing market dynamics, offering vast potential for innovation, employment generation, and sustainable development in the years to come.

## OBJECTIVE OF THE STUDY

- To study about the challenges faced by textile machinery importers in Tirupur district
- To analyze the challenges faced by importers of textile machinery while making e-payments.
- To find out the satisfaction level of textile machinery importers in government subsidiary schemes

## RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to conduct research.

**Research Design:** It is the blueprint that outlines how a research study will be conducted. In this study DESCRIPTIVE RESEARCH is used.

**Period of study** : 6 months

**Area of study** : Tirupur

**Sample design** : Probability – Simple random sampling

**Sample size** : 127

**Source of data** : Primary and Secondary data

## REVIEW OF LITERATURE

**Heena Dalal (2014)** has conducted a study on challenges in textile industry in India the objective of the study is to evaluate the textile industry and to study the challenges faced by the industry in India and to analyze the industry's contribution to Indian Economy. The study concluded that the main problems in textile industry is Outdated Technology, shortage of power supply, Illicit markets, Poor Working Environment, Excise duty on man-made fibers, Labor related problems.

**Md. Mazedul Islam, Adnan Maroof Khan, Md. Monirul Islam (2013)** The textile sector plays a very significant role in the economy. The world recession, adverse trade policies, worries about domestic security, high manufacturing costs brought on by rising energy expenses, and other safety hazards, particularly fire, may be the main causes of these difficulties. A thorough examination revealed that if the government and other stakeholders take significant steps to eliminate or normalize the aforementioned obstacles, the textile sector may be put back on the winning track. Investing in new gear, improving the quality of already-existing equipment, and implementing new technologies may all be highly helpful in boosting research and development-related activities, which are crucial in the modern day for boosting a nation's industrial progress.

**Dr. T. Vetrivel, Dr. L. Manivannan (2011)** India has one of the greatest apparel industries in the world. The door to India's incredibly innovative textile and apparel business is opened by this incredibly well-run sector, which

includes garment makers, exporters, suppliers, stockists, and wholesalers. India's prefabricated clothing is incredibly popular everywhere in the globe. In India, the clothing and textile industries play a special and significant role. The industry, which was among the first in the nation to emerge, is responsible for 14% of the nation's industrial production, almost 30% of its exports, and the creation of jobs, second only to agriculture. Indian clothing has becoming more popular internationally due to its high quality, longevity, and attractiveness. Tamil Nadu's seventh-biggest city is Tirupur. and is among the state's fastest-growing cities. Known by many as "Dollar City," "Small Japan," or "Banian City," it is renowned for its knitted ready-made clothing. Under the heading "Problems and Prospects of Garment Industries in Tirupur," study is being conducted. This was accomplished by learning about the issues and future potential of the Tirupur clothing industry. Finding the issues facing the Tirupur garment businesses is the primary goal of the study. The type of research that was done was descriptive in nature. To fulfil the criteria, both primary and secondary data are gathered. The structured questionnaire is a tool used in data collection. Multiple choice, rating, and five-point scale questions are all included in the questionnaire. Basic random sampling is utilized in this investigation, using a 110-person sample. For research purposes, chi-square analysis, ranking procedure, and percentage analysis were employed. According to the poll, 46% of respondents believe that issues with dyeing factories provide a serious threat to the future of the apparel industry, while 36% believe that rising yarn prices pose a significant threat.

## ANALYSIS

**TABLE NO.: 1 (SIMPLE PERCENTAGE ANALYSIS)**

<b>Table showing the company's annual revenue</b>			
1.	Less than 10l	12	9.5
2.	10l-25l	51	40.5
3.	25l-50l	39	31.0
4.	More than 50l	24	19.0
<b>Table showing the importing country</b>			
1.	China	34	27.0
2.	Germany	59	46.8
3.	Japan	28	22.2
4.	Others	3	2.4
<b>Table showing the finance options</b>			
1.	Letter of credit	23	18.3
2.	Supplier credit arrangements	73	57.9
3.	Export credit	30	23.8
<b>Table showing the risk management strategy</b>			
1.	Establishing contingency funds	6	4.8
2.	Developing alternative sourcing strategies	75	59.5
3.	Implementing robust insurance policies	24	19.0
4.	All of the above	21	16.7

**TABLE NO. 2 (ANOVA)**

HO: There is no difference between awareness and satisfaction level of government policies and initiatives  
H1: There is a difference between the awareness and the satisfaction level of government policies and initiatives

Awareness					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.176	14	2.870	6.483	.000
Within Groups	49.136	111	.443		
Total	89.312	125			

### Interpretation:

From the above table, the calculated value of .000 is lesser than the p-value of 0.05 so we reject the null hypothesis. It is concluded that there is no difference between awareness and satisfaction level of government policies and initiatives

**TABLE NO. 3 (RANKING ANALYSIS)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Rank
Responsiveness and communication with your supplier	127	1.00	5.00	4.27	XI
Delivery timeliness	127	1.00	5.00	5.94	I
Customer support provided by the supplier	127	1.00	5.00	4.83	VIII
Cost of importing textile machinery is justified by the value and performance of the machinery	127	1.00	5.00	5.01	VII
Customization options provided by supplier	127	1.00	5.00	5.30	III
Training and support provided	127	1.00	5.00	5.14	IV
After-sales service	127	1.00	5.00	5.05	VI
Warranty and guarantees provided for the imported machinery	127	1.00	5.00	4.36	II
Would you recommend your textile machinery suppliers to other businesses	127	1.00	5.00	5.11	V
Valid N (listwise)					
	127				

### Interpretation

The mean score analysis on the services provided by the suppliers. It shows that delivery timeliness ranked as I (with mean = 5.94) followed by Warranty and guarantees provided for the imported machinery ranked II (with mean = 4.36), followed by Customization options provided by supplier ranked III (with mean = 5.30),

followed by training and support provided ranked IV (with mean =5.14), followed by Would you recommend your textile machinery suppliers to other businesses ranked V (with mean = 5.11), followed by After-sales service ranked VI (with mean = 5.14), followed by Cost of importing textile machinery is justified by the value and performance of the machinery ranked VII (with mean = 5.01), followed by Customer support provided by the supplier ranked VIII (with mean = 4.83) Responsiveness and communication with your supplier ranked XI (with mean = 4.27).

## FINDINGS

- The importers are expecting the government to change the Environmental and sustainability standards on import of textile machinery
- The government should make the textile importers aware of the following schemes Integrated Skill Development Scheme (ISDS), Amended Technology Upgradation Fund Scheme (ATUFS), Cotton Technology Mission (CTM)
- The mean score analysis on the services provided by the suppliers. It shows that delivery timeliness ranked as I (with mean = 5.94) and Responsiveness and communication with your supplier ranked XI (with mean = 4.27).
- Majority of the respondents use alternative options for managing the risk.
- Majority of the suppliers arrange their own finance options for customers.
- Nearly 46.6 % of respondents have been imported machinery from Germany.

## SUGGESTION

- The textile machinery importers can import machinery from other countries like Vietnam, France, Italy, Taiwan, Turkey. Textile business owners should train their labour force for working in new machinery
- The suppliers can increase the customization options and increase the after-sale service to the customers. Supplier should reduce the delivery time taken to deliver the machinery
- Government should focus on the subsidies and incentives provided to import of textile machinery. Government can make awareness on government initiatives promoting digital technologies and industry 4.0 scheme to all.
- Government should make aware of all the textile related policies.

## CONCLUSION

India's textile sector is a living example of the nation's vibrant culture, strong economy, and rich history. Indian textiles have a long history of invention, ingenuity, and flexibility, which has led to its current status as a global manufacturing powerhouse, despite their traditional handloom handicraft heritage. The textile sector is a major driver of employment creation in India, supporting the livelihoods of millions of craftsmen, weavers, and workers along the value chain. Its broad reach—from metropolitan manufacturing hubs to rural handloom clusters—underlines its significance in promoting socioeconomic development and inclusive growth. The Indian textile industry has a number of difficulties despite its remarkable history and present accomplishments, such as regulatory obstacles, infrastructure limitations, international competitiveness, and environmental sustainability issues. To overcome these obstacles, industry participants, policymakers, and other interested parties must work together to foster innovation, increase competitiveness, and advance sustainable practices. Looking ahead, market-driven initiatives, regulatory interventions, and technical breakthroughs are expected to support the Indian textile industry's continuous expansion and transformation. To fully realize the sector's potential and solidify India's standing as a major player in the global textile industry in the twenty-first century, it will be imperative to embrace

digitization, promote skill development, encourage sustainable practices, and take advantage of global possibilities.

#### REFERNCE

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