1. **INTRODUCTION**

The Micro, Small and Medium enterprises (MSMEs) have been accepted as the engine of economic growth and for promoting equitable development in all over the world. Let there be any category of countries (Developed, Developing and Under Developed), the existence of MSMEs is inevitable. The major advantage of the sector is its pivotal role through its contribution in Industrial output, Exports, and majorly in Employment generation at low capital cost. The labour intensity of the MSME sector is much higher than that of the large enterprises. The MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. In India, the MSMEs contribution is highly remarkable in the overall industrial economy of the country. In recent years the MSME sector has consistently registered higher growth rate compared to the overall industrial sector. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession. In Indian market, MSMEs rapid growth could be seen as Indian entrepreneurs are making remarkable progress in various Industries like Manufacturing, Precision Engineering Design, Food Processing, Pharmaceutical, Textile & Garments, Retail, IT and ITES, Agro and Service sector. The sector not only serves for urban market but also helps in industrialization of rural and backward areas, reducing regional Imbalances and assuring more equitable distribution of national income and wealth. MSMEs complement large industries as ancillary units and contribute enormously to the socioeconomic development of the country.

Though, MSMEs contribution is phenomenal in the growth of Indian economy, Simultaneously, MSMEs are facing intense pressure and constraints to sustain their competitiveness in globalized world. Some other issues such as recession, low demand, finance, heavy competition from MNCs etc. are becoming conspicuous dilemma to MSMEs in India. In this competitive world, MSMEs need to be able to confront the increasing competition from developed and emerging economies and to plug into the new market opportunities, provided by these countries. There is a direct link between internationalization and increased MSMEs performance.

* 1. **STATEMENT OF THE PROBLEM**

This study is relevent, particularly, when the Government is very keep on the promotion and development of this capital sparing and labor intensive sector. It has already been mentioned that a big role is played both by the Public and Private Agencies for the promotion and smooth functioning of the sector. Yet, this sector is not performing up to the expectations of many as it has been suffering from several problems. Therefore, the importance of the present study need not be over emphasized in the light of the fact that different problems are centered in this study aims at resolving the varied problems of this sector. The Present study attempts to throw light on the varied problems of the MSME sector. Further, the study may help the policy makers to formulate of certain policies in the light of changing conditions to resolve the problems of MSME sector. But these industries have to cross more hurdles. One of major hurdles faced by MSME in fund management.

* 1. **OBJECTIVES OF THE STUDY**
* To study about the problems faced by MSME garment exporters.
* To identify the benefits given by the government to the MSME sectors.
* To know about the MSME schemes.
* To provide valuable suggestions to improve MSME.
  1. **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 form different sources which are primary and secondary. This chapter discusses the method of data collection and tools of analysis.

**AREA OF STUDY**

The research study was conducted only in Tiruppur.

**RESEARCH DESIGN**

This is descriptive in nature. The researcher to find the strategies to be adopted by the problems faced by MSME garment exporters with special reference to Tiruppur.

**PERIOD OF STUDY**

The survey to know about "A study on problems faced by MSME garment exporters with special reference to Tiruppur" lasted for the period of four months.

**NATURE AND SOURCES OF DATA**

This study is based on questionnaire method; primary data has been collected from MSME garment exporters in Tiruppur. The first drafting of the questionnaire was prepared bearing in mind of research problem and objectives of the study. Secondary data was collected from journals, websites and Articles.

**METHOD OF DATA COLLECTION**

The data has been used which is collected through questionnaire and reports and internet. The researcher has used both primary as well as secondary data. The research was conducted only in Tiruppur.

**PRIMARY DATA**

The primary data have been collected through a structured questionnaire. The questionnaire were distributed to 100 MSME Garment exporters in Tiruppur.

**SECONDARY DATA**

Secondary data have been collected from various sources namely outside from journals, articles, 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. The sample size is 100 in numbers.

**STATISTICAL TOOLS USED FOR THE STUDY**

The following statistical tools have been used to analyze the primary data.

1. Simple percentage analysis
2. Ranking method
3. Chi-square test
4. Weighted Average Mean
   1. **LIMITATIONS OF THE STUDY**

* The study is restricted to only Tiruppur
* The present study is based on the reliability of the primary data
* The sample units were selected from the population having multidimensional features of a large group.
* The time available for conducting the research was not sufficient.

**1.5 CHAPTER SCHEME**

**Chapter-I**

The chapter I deals with introduction of the study, objectives of the study, limitations of the study and research methodology.

**Chapter-II**

The chapter II deals with Review of the literature

**Chapter-III**

The Chapter III deals with overview of study

**Chapter-IV**

The chapter IV deals with analysis and interpretation of the data collected from samples

**Chapter-V**

The Chapter V deals with finding, suggestions and conclusions of the study.

**CHAPTER II**

**REVIEW OF LITERATURE**

**[[1]](#footnote-2)Seemant Yadav**, The purpose of this paper is to study various challenges faced by Micro, Small and Medium sized enterprises (MSMEs) in India. As far as Indian economy is concern, the MSME sector plays a very significant role in employment generation and in industrial production. Indian MSMEs contributes around 8% in the GDP and provide employment to approximately 595 lakhs people. Still MSMEs have to follow a long path, which is not free from challenges. Role of MSMEs become very crucial in the light fact that in India public and private firms are not able to provide employment as per the required rate. Thus, the there is strong need to restructure and strengthen MSMEs sector and government should put more effort in this direction. This sector has consistently registered a higher growth rate than the rest of the industrial sector. MSMEs are providing employment, contributing to countries GDP, and they possess AGR of 19% .But despite these facts MSMEs are not able to contribute in economical growth of country upto the extent , which they could. Reason being that there are numerous obstacles that hindered the entrepreneurial activity in the country. As far as India’s rank is concern in world community about entrepreneurial activities, it has 85th rank( see GEDI-2012 Index), it shows country’s poor position in the context of innovation and ease of doing business. If we compare these figures from other countries like China, Japan and Korea, where MSMEs contribution to GDP is 60%, 56.8%, and 46% is respectively, then we find that we need to do a lot more in this direction. Growth of MSMEs is not only limited to contribution in GDP but it will also help in reducing unemployment in the country. As per the report by The Committee on Angel Investment & Early Stage Venture Capital on Creating a Vibrant Entrepreneurial Ecosystem in India (June 2012), the employment creation potential in public and private firms in India is not too much encouraging. Therefore it becomes very significant that in such circumstances we should put much more focus on MSME development to encounter the unemployment situation of the country.

**[[2]](#footnote-3)Prof M. Chandraiah and R. Vani**, The Micro, Small and Medium Enterprises (MSMEs) sector is a vital constituent of India’s industrial sector. MSMEs including khadi and village/rural enterprises. It contribute significantly to India’s Gross Domestic Product and export earnings besides meeting the social objectives including that of providing employment opportunities to millions of people across the country. With the introduction of reform measures in India since 1991, the Govt. has withdrawn many protective policies for the Micro, Small and Medium Enterprise (MSMEs) and introduced promotional policies to increase competitiveness of the sector. Micro, Small and Medium Enterprises Development Organization (MSMEDO) or Development Commissioner (MSME), the National Small Industries Corporation Limited(NSIC), the Khadi and Village Industries Commission (KVIC), the Coir Board and three National Level Entrepreneurship Development Institutes, viz., National Institute for Entrepreneurship and Small Business Development (NIESBUD), NOIDA (V.P.), National Institute for Micro, Small and Medium Enterprises (NI-MSME), Hyderabad and the Indian Institute of Entrepreneurship (lIE), Guwahati. The Prime Minister's Employment Generation Programme (PMEGP) is being implemented by the Ministry through KVIC. The Ministry of MSME is having two Divisions called Small & Medium Enterprises (SME) Division and Agro & Rural Industry (ARl) Division. The SME Division is allocated the work, inter-alia, of administration, vigilance and administrative supervision of the National Small Industries Corporation (NSIC) Ltd., a public sector enterprise and the three autonomous national level entrepreneurship development/training organisations. The Division is also responsible for implementation of the schemes relating to marketing and export promotion.SME Division is also responsible for preparation and monitoring of Results-Framework Document (RFD) as has been introduced from last two years by Cabinet Secretariat under Performance Monitoring and Evaluation System (PMES). The ARl Division looks after the administration of two statutory bodies called the Khadi and Village Industries Commission (KVIC) , Coir Board and a newly created organization called Mahatma Gandhi Institute of Rural Industrialization (MGIRl). They are also supervising the implementation of the Prime Minister's Employment Generation Programme (PMEGP).

**[[3]](#footnote-4)Dr. B.S. Khurud,** The Micro, Small and Medium Enterprise (MSME) sector is one of the most vital sectors of the Indian economy. It is the real engine of economic growth of our nation. The government of India, with the introduction of new economic reforms since 1991, has withdrawn many protective measures for the MSMEs. This has forced these enterprises to face ruthless competition in domestic and global markets. The present study aims at evaluating the impact of new economic reforms on the exports of the MSME sector. The period under review is 1991-92 to 2011-12. The study reveals that the export of MSMEs, especially during the second phase of liberalization is not up to the desired level when compared to India’s total exportsThe review of literature is an important aspect of every research. It helps to understand the significance and background of the research topic selected for study. A brief of the same is presented in this section. B. Krishnamurthy (2002) in his study concluded that due to liberalization and entry into WTO, the MSMEs have to be strong enough to compete not only the internal market but also the enterprises of foreign countries. Mahalingam (2004) concluded that the MSMEs in many areas are fast emerging as contributors to India’s total exports. Neelam Jain (2004) found that the numbers of problems have been confirmed by the MSMEs sector following the process of globalization.

**[[4]](#footnote-5)Anis Ali**, In present scenario of business, the micro, small and medium enterprises have been accepted as the engine of growth for promoting equitable development .The MSME`S also have the vital role in dispersal of industries and generation of employment opportunities .The MSME`S are providing job more than 6 crore people. The MSME sector is contributing 8% of country's GDP, 45% of manufacture and 36% its exports. The MSME`s sector has consistently registered higher growth rate compare to the overall industrial sector. The distribution of MSME`S in all over India is not equal because of unavailability of raw material, unawareness or lack of entrepreneurial skills development and lack of support of financial and technical assistance from concerning local authorities at district or state and central level. The unavailability of adequate and timely credit facility, high cost of credit, lack of modern technology , no research and innovations, insufficient training and skill development, complex labor laws are the main problems of the MSME`S. Although, there are various opportunities are available in the development of MSME`S. The MSME`S sector can also attract to the foreign investment and technology .The employment is more possible through the development of MSME`S. THE MSME`S will be able to satisfy the needs of the customers up to a great extent after considering their expectations primarily. Migration of rural youths can stopped by providing them chance to work at their place. The mutual change of technology among the different types of MSME`S, financial and technical assistance, liberal labour laws , training and skills formation will assist in the development of MSMES`S. There must be a detailed survey and research to know the problems and difficulties of MSME`S so that a rapid growth can be attained.

**[[5]](#footnote-6) Shailja Dixit,** Globalization and trade liberalization has ushered in new opportunities in Emerging Economies (EE) as well as challenges for MSMEs. EE and their enterprises face major challenges in strengthening their human and institutional capacities to take advantage of trade and investment opportunities. Presently, only a small part of the MSME sector is able to identify and exploit these opportunities and deal with the challenges competitively. India has over 26 million MSMEs producing a diverse range of products from very basic to highly sophisticated products. MSMEs contribute 8 per cent of the country’s GDP, 45 per cent of the manufactured output and 40 per cent of our exports. They provide the largest share of employment after agriculture. They are the nurseries for entrepreneurship and innovation.

They are widely dispersed across the country and produce a diverse range of products to meet the needs of the local markets, the global market and the national and international value chains. The Indian textile industry is one the largest and oldest sectors in the country and among the most important in the economy in terms of output, investment, and employment. With direct linkages to the rural economy and the agriculture sector, it has been estimated that one of every six households in the country depends on this sector, either directly or indirectly, for its livelihood. Despite being such an important industry, at the global level India’s textile exports account for just 4.72% of global textile and clothing exports.

As MSMEs are expected to play a critical role in the growth of EE, the paper analyses the current trends, challenges, competitive dynamics and the future outlook for the segment. It aims to recommend the policy measures to harness their undoubted competitive edge to avail the unfolding opportunities and introduce the best elements of industrial competitiveness to the MSMEs.

**[[6]](#footnote-7) Rajib Lahiri,** With the introduction of reform measures in India since 1991, the Govt. has withdrawn many protective policies for the Micro, Small and Medium Enterprise (MSMEs) and introduced promotional policies to increase competitiveness of the sector. Though globalization process has expanded the market facilitating supply of superior technology, this has also forced the MSMEs to face ruthless competition from large domestic firms and the MNCs. The sector has undergone several changes regarding definition. The Small Scale Industries (SSI) has been renamed as Micro, Small and Medium Enterprises (MSMEs) with the introduction of MSMEs Act, 2006. The current paper is an attempt to critically analyze the definitional aspect of MSMEs and explore the opportunities enjoyed and the constraints faced by them in the era of globalization. Annual Average Growth rate (AAGR) has been used as the major statistical tool to compare the performances of MSMEs during pre and post-liberalization period with the help of four economic parameters namely No. of units, production, employment and export. The study results show that except marginal increase in growth rate in employment generation, the growth rate in other parameters is not encouraging during the liberalization period.

Micro, small and Medium Enterprises (MSMEs) are one of the most vibrant and sensitive sectors in Indian economy. The significance of Micro, small and Medium Enterprises (MSMEs) is attributable to its capacity of employment generation, low capital and technology requirement, use of traditional or inherited skill, use of local resources, mobilization of resources and exportability of products.

**[[7]](#footnote-8)Kesar Ketan Jha,** The Micro, Small and Medium Enterprises play a vital role in the economic development of a country. This sector also act as the nursery and breeding ground of entrepreneurship and innovation. These enterprises through their effective, flexible, innovative and efficient entrepreneurial spirit play a key role in the economic development of the country. The MSME sector contributes heavily to the manufacturing output of the country. Moreover it significantly contributes to the generation of employment and accounts for a major share of industrial growth and export. The MSMEs have been globally recognized as an engine of economic growth and plays an important role in promoting equitable regional development. In India the MSME sector is highly heterogeneous in terms of the size of the enterprises, variety of products, services and levels of technology. The sector also provides employment at lower costs as compared to large industries but also helps in industrialization of rural and backward areas. MSMEs contribute nearly 22% of the country’s GDP, 45% of the manufacturing output and 40% of the exports. After agriculture they provide the largest share of employment. Today, Micro, Small and Medium Enterprises are operating across the sectors utilizing available domestic resources and producing more than 6000 quality products. The major contribution of the sector has been towards employment generation. The MSMEs has been the spine of the nation. They have generated huge revenues and have contributed significantly to the country’s GDP, Manufacturing output, export output and has been instrumental in employment generation also.

**[[8]](#footnote-9) Papiya Manna and Dr. Tapas Mistri,** In developing countries, like India, most of the space is not always suitable for set up of large investments and such type of lacuna can be minimized by lesser amount of investment. With the advent of planned economic structure of Indian Democracy, Micro, Small and Medium Enterprises (MSMEs), widely accepted “engine of economic growth of India” have gained attention of policy makers due to its potential of generating large output from a lower investment. This labour intensive sector has the capacity of reducing regional imbalances through income and employment generation, economic independence of rural folk and helps in sustainable development. Numerous registered and unregistered enterprises are mushrooming in India but there are also spatial inequalities too. In India, states like Tamil Nadu, Uttar Pradesh, Gujarat and West Bengal are the leading states in MSME sector. MSMEs in India are very much heterogeneous. The present paper will focus on existing scenario and trends of MSME in India. There is state wise variation in various sort of MSME. Some states are leading in terms of registration and some are in unorganized sector. Thus spatial variation clearly exists in India in terms of micro, small and medium enterprises.

**[[9]](#footnote-10)Parthajeet Das,** Micro, Small and Medium Enterprises constitute the backbone of an economy in maintaining an appreciable growth rate and in generating employment opportunities. This sector has been regarded as engine of economic growth and social development in many developed and developing countries. Contribution of MSMEs to the Indian economy in terms of employment generation, containing regional disparities, fostering equitable economic growth and enhancing export potential of the country has been quite phenomenal. Despite some infrastructural deficiencies and challenges like flow of institutional credit and inadequate market linkages, this sector has registered remarkable success with regard to increase in number, quantum of investment, scale of production and overall contribution to national GDP. The study makes an attempt to focus on the huge growth potential and opportunities available in India for development of MSME sector, to identify important issues and challenges and offer suggestions to address the same.

Micro, small and medium enterprises (MSMEs) in India and abroad have demonstrated considerable strength and resilience in maintaining a consistent rate of growth and employment generation during the global recession and economic slowdown. Indian economy during the recent years has shown an appreciable growth performance by contributing to creation of livelihood opportunities to millions of people, in enhancing the export potential and in increasing the overall economic growth of the country. Prompt and appropriate fiscal stimulus, effective monetary policy and huge capital inflows were greatly instrumental in the bounce back situation of the economy.

**[[10]](#footnote-11) Dr. Mukund Chandra Me,** Micro, Small and Medium Enterprises play a pivotal role in the economic and social development of the country. It also play a key role in the development of the economy with its effective, efficient, flexible and innovative entrepreneurial spirit. MSMEs contribute 45% in the industrial output, 40% of exports, employing 60 million people, create 1.3 million jobs every year. It produces more than 8,000 quality products for the Indian and international markets. Its contribution towards GDP in 2011 was 17% which increased to 22% in 2012.This paper analyses the various challenges and opportunities associated with MSMEs in India. HE Micro, Small and Medium Enterprises (MSMEs) play a pivotal role in the economic and social development of India. The MSME sector contributes in the manufacturing output, employment and exports. It plays a key role in the development of the economy with their effective, efficient, flexible and innovative entrepreneurial spirit. MSME sector has emerged as a dynamic and vibrant sector of the economy. It is expected that Indian economy will grow by over 8% per annum until 2020. The major advantage of this sector is its generating employment at low cost. The MSME sector is highly heterogeneous. There are different size of the enterprises, variety of products and services and level of technology. It helps in the industrialization of rural and backward areas. It reduces regional imbalances. It provides equitable distribution of national income and wealth.

**CHAPTER III**

**AN OVERVIEW OF MSME GARMENT EXPORTERS**

Worldwide, micro, small and medium enterprises (MSMEs) have been accepted as the engine of economic growth and for promoting equitable development. MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports.

In India too, the MSMEs play a pivotal role in the overall industrial economy of the country. MSMEs in India account for more than 80% of the total number of industrial enterprises and produce over 8000 value-added products. It is estimated that in terms of value, the sector accounts for 45% of the manufacturing output and 40% of the total export of the country and employs over 6 crore people.

Further, in recent years the MSME sector has consistently registered higher growth rate compared to the overall industrial sector. The major advantage of the sector is its employment potential at low capital cost. As per available statistics, this sector employs an estimated 6 crore persons spread over 2.6 crore enterprises and the labour intensity in the MSME sector is estimated to be almost 4 times higher than the large enterprises.

**PROBLEMS OF MSME’S**

Despite constituting more than 80 % of the total number of industrial enterprises and supporting industrial development, many MSMEs in India have problems such as sub-optimal scale of operation, technological obsolescence, supply chain inefficiencies, increasing domestic and global competition, fund shortages, change in manufacturing strategies and turbulent and uncertain market scenario.

**FOCUS OF THE GOVERNMENT**

The Government is planning to increase financial assistance for micro, small and medium enterprises (MSMEs) to 80 per cent of their capital requirements in the 11th Five Year Plan. This aid will go towards technology up gradation and plugging of financial gaps. It will be available for existing MSME clusters.

**FOCUS OF BANKS**

Of late, several banks have focused on the MSMEs; in fact, some of them have launched specific funds to meet the capital requirements of MSMEs.

**RATING OF MSME’S**

In spite of the increasing avenues of funding for MSMEs, credit penetration in this sector is still low. The primary reasons for this are insufficient credit information on MSMEs, low market creditability of SMEs and constraints in analysis. To tackle this problem, the SME Rating Agency of India (SMERA) was launched in 2005 by SIDBI in association with Dun & Bradstreet (D&B), Credit Information Bureau (India) Ltd and leading public and private sector banks.

**CLUSTER INITIATIVE**

The concept of cluster development offers new insights into the potential role of MSMEs. It is estimated that there are about 400 MSME clusters in the country. A cluster may be defined as a local agglomeration of enterprises (mainly MSMEs) which produce and sell a range of related and complementary products and services. An example can be a localized leather industry, including leather tanning units, leather finishing units, leather goods producers, leather garment manufacturers, designers, sub-contractors, merchant buyers and exporters.

**CHAPTER IV**

**ANALYSIS AND INTERPRETATION**

**DATA ANALYSIS AND INTERPRETATION**

In this chapter, the analysis and interpretation of the "study" on sample size of 100 respondents. The data collected are classified and tabulated and further the following statistical measures are also employed in fulfilling the objective of the study.

**TOOLS USED**

1. Simple percentage analysis
2. Ranking method
3. Chi-square test
4. Weighted Average Mean

**4.1 SIMPLE PERCENTAGE ANALYSIS**

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

**Number of respondents**

**Percentage of respondents= 100**

**Total number of people questioned**

The information given by the proprietor will be influenced by their personal profile like age, nature of business and so on. So to have an idea on their personal profile a percentage analysis was carried out.

**TABLE 4.1.1**

**TABLE SHOWING EXPERIENCE OF THE EXPORTER**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENT** | **PERCENTAGE** |
| Below 5 years | 15 | 15 |
| 6-10 years | 32 | 32 |
| 11-15 years | 39 | 39 |
| Above 15 years | 14 | 14 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the experience of the exporters. Out of the 100 samples, 15% of the respondents experience is below 5 years, 32% of the respondents experience 6-10 years, 39% of the respondents experience is 11-15 years, 14% of the respondents experience is above 15 years.

**Majority of the respondents (39%) experience is 11-15 years**

**CHART 4.1.1**

**CHART SHOWING EXPERIENCE OF THE EXPORTER**

**TABLE 4.1.2**

**TABLE SHOWING CAPITAL OF THE CONCERN**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Below 25 lakhs | 33 | 33 |
| 25-5 crore | 58 | 58 |
| 5cr-10cr | 9 | 9 |
| **Total** | **100** | **100** |

**Sources:** Primary Data

**INFERENCE:**

The above table exhibits the capital of the concern. Out of the 100 samples, 33% of the respondents capital is below 25 lakhs, 58% of the respondents capital 25-5cr, 9% of the respondents capital is 5cr-10cr.

**Majority of the respondents (58%) capital is 25-5cr.**

**CHART 4.1.2**

**CHART SHOWING CAPITAL OF THE CONCERN**

**TABLE 4.1.3**

**TABLE SHOWING PERFORMANCE OF MSME SCHEME**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Highly satisfied | 23 | 23 |
| Satisfied | 37 | 37 |
| Neutral | 24 | 24 |
| Dissatisfied | 16 | 16 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the performance of MSME scheme. Out of the 100 samples, 23% of the respondents said highly satisfied, 37% of the respondents said satisfied, 24% of the respondents said neutral, 16% of the respondents said dissatisfied.

**Majority of the respondents (37%) said satisfied on MSME performance.**

**CHART 4.1.3**

**CHART SHOWING PERFORMANCE OF MSME SCHEME**

**TABLE 4.1.4**

**TABLE SHOWING CORE PROBLEM OF UNSKILLED LABORS**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Lack of education | 41 | 41 |
| Lack of communication | 39 | 39 |
| Lack of practical knowledge | 20 | 20 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the problem of unskilled labor. Out of the 100 samples, 41% of the respondents have lack of education, 39% of the respondents have lack of communication, 20% of the respondents have lack of practical knowledge.

**Majority of the respondents (41%) have lack of education problem.**

**CHART 4.1.4**

**CHART SHOWING CORE PROBLEM OF UNSKILLED LABORS**

**TABLE 4.1.5**

**TABLE SHOWING THE MODE OF TRANSPORTATION**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Airway | 12 | 12 |
| Shipway | 64 | 64 |
| Roadway | 4 | 4 |
| Multi model Transportation | 20 | 20 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the mode of transportation. Out of the 100 samples, 12% of the respondents transferring by airway, 64% of the respondents transferring shipway, 4% of the respondents transferring roadway, 20% of the respondents using multi model transportation.

**Majority of the respondents (64%) are transferring by shipway.**

**CHART 4.1.5**

**CHART SHOWING THE MODE OF TRANSPORTATION**

**TABLE 4.1.6**

**TABLE SHOWING THE TYPE OF INCO-TERMS**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| FOB | 72 | 72 |
| CIF | 18 | 18 |
| DDP | 7 | 7 |
| EX-WORK | 3 | 3 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the type of inco-terms. Out of the 100 samples, 72% of the respondents using FOB, 18% of the respondents using CIF, 7% of the respondents using DDP, 3% of the respondents using Ex-work.

**Majority of the respondents (72%) using FOB.**

**CHART 4.1.6**

**CHART SHOWING THE TYPE OF INCO-TERMS**

**TABLE 4.1.7**

**TABLE SHOWING TYPE OF PAYMENT MODE**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Cash in advance | 17 | 17 |
| L/C | 77 | 77 |
| O/A | 2 | 2 |
| DP | 4 | 4 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the payment mode. Out of the 100 samples, 17% of the respondents using cash in advance, 77% of the respondents using L/C, 2% of the respondents using O/A, 4% of the respondents using DP.

**Majority of the respondents (77%) using the L/C Payment mode.**

**CHART 4.1.7**

**CHART SHOWING TYPE OF PAYMENT MODE**

**TABLE 4.1.8**

**TABLE SHOWING THE GOODS MOSTLY EXPORTED COUNTRY**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| North America | 22 | 22 |
| Middle East | 14 | 14 |
| Europe | 58 | 58 |
| For East | 6 | 6 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the mostly exported country. Out of the 100 samples, 22% of the respondents exported at North America, 14% of the respondents exported at Middle East, 58% of the respondents exported at Europe, 6% of the respondents exported at For East.

**Majority of the respondents (58%) exported at Europe.**

**CHART 4.1.8**

**CHART SHOWING THE GOODS MOSTLY EXPORTED COUNTRY**

**TABLE 4.1.9**

**TABLE SHOWING THE PORT ARE PREFERRED BY GARMENT EXPORTERS**

**TABLE 4.1.9.1**

**SEAPORT**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Chennai | 36 | 36 |
| Tuticorin | 61 | 61 |
| Cochin | 2 | 2 |
| Others | 1 | 1 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the seaport. Out of the 100 samples, 36% of the respondents preferred Chennai, 61% of the respondents preferred Tuticorin, 2% of the respondents preferred Cochin, 1% of the respondents preferred others.

**Majority of the respondents (61%) preferred Tuticorin Port.**

**TABLE 4.1.9.2**

**AIRPORT**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Chennai | 73 | 73 |
| Coimbatore | 22 | 22 |
| Cochin | 3 | 3 |
| Bangalore | 4 | 4 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the airport. Out of the 100 samples, 73% of the respondents preferred Chennai, 22% of the respondents preferred Coimbatore, 3% of the respondents preferred Cochin, 4% of the respondents preferred Bangalore.

**Majority of the respondents (73%) preferred Chennai Port.**

**CHART 4.1.9**

**CHART SHOWING THE PORT ARE PREFERRED BY GARMENT EXPORTERS**

**CHART 4.1.9.1**

**SEAPORT**

**CHART 4.1.9.2**

**AIRPORT**

**TABLE 4.1.10**

**TABLE SHOWING MSME IS BACKBONE OF INDIAN INDUSTRIAL ECONOMY**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 61 | 61 |
| No | 39 | 39 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the MSME is backbone of Indian industrial economy. Out of the 100 samples, 61% of the respondents said Yes, 39 % of the respondents said No.

**Majority of the respondents (61%) said Yes.**

**CHART 4.1.10**

**CHART SHOWING MSME IS BACKNONE OF INDIAN INDUSTRIAL ECONOMY**

**TABLE 4.1.11**

**TABLE SHOWING PROBLEM OF PROCURING THE RAW MATERIALS**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Poor quality of material | 48 | 48 |
| High cost of raw material | 33 | 33 |
| Good quality raw material | 19 | 19 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the problem of procuring the raw-material. Out of the 100 samples, 48% of the respondents said poor quality of material, 33% of the respondents said high cost of raw-material, 19% of the respondents good quality of material.

**Majority of the respondents (48%) said poor quality of material.**

**CHART 4.1.11**

**CHART SHOWING PROBLEM OF PROCURING THE RAW MATERIALS**

**TABLE 4.1.12**

**TABLE SHOWING POWER CRISIS AFFECT THE MSME GARMENTS**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 70 | 70 |
| No | 30 | 30 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the power crisis affect the MSME garments. Out of the 100 samples, 70% of the respondents said yes, 30% of the respondents said no.

**Majority of the respondents (70%) said Yes.**

**CHART 4.1.12**

**CHART SHOWING POWER CRISIS AFFECT THE MSME GARMENTS**

**TABLE 4.1.13**

**TABLE SHOWING THE POWER CRISIS AFFECT THE MSME GARMENTS**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Voltage problem | 27 | 38.57 |
| High power price | 31 | 44.28 |
| Undefined power cuts | 12 | 17.14 |
| **Total** | **70** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the power crisis affect the MSME garments. Out of the 100 samples, 38.57% of the respondents said Voltage problem, 44.28% of the respondents said high power price, 17.14% of the respondents said undefined power cuts.

**Majority of the respondents (44.28%) said High power price.**

**CHART 4.1.13**

**CHART SHOWING THE POWER CRISIS AFFECT THE MSME GARMENT**

**TABLE 4.1.14**

**TABLE SHOWING NATURE OF MARKETING PROBLEM FACED BY MSME UNITS**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Competitors | 42 | 42 |
| Restriction | 28 | 28 |
| Technologies | 30 | 30 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the nature of marketing problem faced by MSME units. Out of the 100 samples, 42% of the respondents said competitors, 28% of the respondents said restrictions, 30% of the respondents said technologies.

**Majority of the respondents (42%) said competitors.**

**CHART 4.1.14**

**CHART SHOWING NATURE OF MARKETING PROBLEM FACED BY MSME UNITS**

**TABLE 4.1.15**

**TABLE SHOWING THE REASON FOR EXCESSIVE TAX THAT IS A BURDEN OF THE MSME MANUFACTURES**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Product price will be increase | 30 | 30 |
| Discouraging growth and development | 14 | 14 |
| Reducing the profit | 38 | 38 |
| Advance payment | 18 | 18 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the reason for excessive tax that us a burden of the MSME manufactures. Out of the 100 samples, 30% of the respondents said product price will be increase, 14% of the respondents said discouraging growth and development, 38% of the respondents said reducing the profit, 18% of the respondents said advance payment.

**Majority of the respondents (38%) said reducing the profit.**

**CHART 4.1.15**

**CHART SHOWING THE REASON FOR EXCESSIVE TAX THAT IS A BURDEN OF THE MSME MANUFACTURES**

**TABLE 4.1.16**

**TABLE SHOWING THE NEW ECONOMIC POLICY HELP THE MSME SECTOR**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 40 | 40 |
| No | 60 | 60 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the new economic policy help the MSME sector. Out of the 100 samples, 40% of the respondents said yes, 60% of the respondents said no.

**Majority of the respondents (60%) said no.**

**CHART 4.1.16**

**CHART SHOWING THE NEW ECONOMIC POLICY HELP THE MSME SECTOR**

**TABLE 4.1.17**

**TABLE SHOWING THE NEW ECONOMIC POLICY IN MSME**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Incentives the reduction cost | 15 | 37.5 |
| Labor to productivity | 18 | 45 |
| Redoubled efforts of labor | 7 | 17.5 |
| **Total** | **40** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the. Out of the 100 samples, 37.5% of the respondents said incentives the reduction cost, 45% of the respondents said labor to productivity, 17.5% of the respondents said redoubled efforts to labor.

**Majority of the respondents (45%) said Labor to productivity.**

**CHART 4.1.17**

**CHART SHOWING THE NEW ECONOMIC POLICY IN MSME**

**TABLE 4.1.18**

**TABLE SHOWING THE SOURCES OF INFORMATION UTILIZING IN MSME SCHEME**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Business Tours | 6 | 6 |
| Market survey | 42 | 42 |
| Dealers and agents | 18 | 18 |
| Export promotional council | 34 | 34 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the sources of information utilizing in MSME scheme. Out of the 100 samples, 6% of the respondents said business tours, 42% of the respondents said market survey, 18% of the respondents said dealers and agents, 34% of the respondents export promotional council.

**Majority of the respondents (42%) said Market survey.**

**CHART 4.1.18**

**CHART SHOWING THE SOURCES OF INFORMATION UTILIZING IN MSME SCHEME**

**TABLE 4.1.19**

**TABLE SHOWING TYPE OF GOVERNMENT BENEFITS UNDER MSME SCHEME**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Tax benefits | 45 | 45 |
| Quality restriction | 19 | 19 |
| Intellectual property rights | 36 | 36 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the government benefits do you get under MSME scheme. Out of the 100 samples, 45% of the respondents said Tax benefits, 19% of the respondents said quality restriction, 36% of the respondents said intellectual property rights.

**Majority of the respondents (45%) said Tax benefits.**

**CHART 4.1.19**

**CHART SHOWING TYPE OF GOVERNMENT BENEFITS UNDER MSME SCHEME**

**TABLE 4.1.20**

**TABLE SHOWING THE CRITERION IS AFFECTING MSME EXPORTER**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Transportation | 25 | 25 |
| Cost | 44 | 44 |
| Loading and unloading | 23 | 23 |
| Warehouse | 8 | 8 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the criterion is affecting MSME exporters. Out of the 100 samples, 25% of the respondents affect from transportation, 44% of the respondents affect from cost, 23% of the respondents affect from loading and unloading, 8% of the respondents affect from warehouse.

**Majority of the respondents (44%) affect from Cost.**

**CHART 4.1.20**

**CHART SHOWING THE CRITERION IS AFFECTING MSME EXPORTER**

**TABLE 4.1.21**

**TABLE SHOWING THE PROBLEM WHILE ENTERING INTERNATIONAL MARKETING**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Language | 28 | 28 |
| Adequate information about consumer choice | 21 | 21 |
| Culture | 29 | 29 |
| Money | 22 | 22 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the problem while entering international marketing. Out of the 100 samples, 28% of the respondents facing language problem, 21% of the respondents facing adequate information about consumer choice problem, 29% of the respondents facing culture problem, 22% of the respondents facing money problem.

**Majority of the respondents (29%) facing Culture problem.**

**CHART 4.1.21**

**CHART SHOWING THE PROBLEM WHILE ENTERING INTERNATIONAL MARKETING**

**TABLE 4.1.22**

**TABLE SHOWING THE CHALLENGES FACED BY MSME EXPORTERS**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Dependence on import | 12 | 12 |
| Lack of financial support | 48 | 48 |
| Fluctuations in exchange rate | 34 | 34 |
| Changing consumer preference | 6 | 6 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the challenges faced by MSME exporters. Out of the 100 samples, 12% of the respondents said dependence on import, 48% of the respondents said lack of financial support, 34% of the respondents said fluctuations in exchange rate, 6% of the respondents said changing consumer preference.

**Majority of the respondents (48%) said Lack of financial support.**

**CHART 4.1.22**

**CHART SHOWING THE CHALLENGES FACED BY MSME EXPORTERS**

**TABLE 4.1.23**

**TABLE SHOWING TYPE OF NSIC SCHEME USED IN MARKETING**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Bank credit facilitation scheme | 59 | 59 |
| Raw-materials assistance scheme | 23 | 23 |
| Single point registration scheme | 1 | 1 |
| Bill discounting scheme | 17 | 17 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the NSIC scheme used in marketing. Out of the 100 samples, 59% of the respondents said bank credit facilitation scheme, 23% of the respondents raw-material assistance scheme, 1% of the respondents single point registration scheme, 17% of the respondents bill discounting scheme.

**Majority of the respondents (59%) said Bank credit facilitation scheme.**

**CHART 4.1.23**

**CHART SHOWING TYPE OF NSIC SCHEME USED IN MARKETING**

**TABLE 4.1.24**

**TABLE SHOWING TYPE OF CHALLENGES ARE MORE TAKEN BY MSME GARMENT EXPORTERS**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Finance related challenges | 3 | 3 |
| Export related challenges | 82 | 82 |
| Government/ Infrastructure related challenges | - | - |
| Managerial/ Marketing related challenges | 15 | 15 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the challenges are more taken by MSME garment exporters. Out of the 100 samples, 3% of the respondents finance related challenges, 82% of the respondents Export related challenges, 15% of the respondents said managerial/ marketing related challenges.

**Majority of the respondents (82%) said Export related challenges.**

**CHART 4.1.24**

**CHART SHOWING TYPE OF CHALLENGES ARE MORE TAKEN BY MSME GARMENT EXPORTERS**

**TABLE 4.1.25**

**TABLE SHOWING WHAT WILL GET FROM GARMENT EXPORTS**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| More Profit | 38 | 38 |
| Infrastructure growth | 7 | 7 |
| Economic growth | 23 | 23 |
| All the above | 32 | 32 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the get from garment exports. Out of the 100 samples, 38% of the respondents more profit, 7% of the respondents infrastructure growth, 23% of the respondents economic growth, 32% of the respondents said all the above.

**Majority of the respondents (38%) said more profit.**

**CHART 4.1.25**

**CHART SHOWING WHAT WILL GET FROM GARMENT EXPORTS**

**TABLE 4.1.26**

**TABLE SHOWING AWARENESS OF MARKETING DEVELOPMENT ASSISTANCE SCHEME**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 61 | 61 |
| No | 39 | 39 |
| **Total** | **100** | **100** |

**Source:** Primary Data

**INFERENCE:**

The above table exhibits the marketing development assistance scheme. Out of the 100 samples, 61% of the respondents said yes, 39% of the respondents said no.

**Majority of the respondents (61%) said Yes.**

**CHART 4.1.26**

**CHART SHOWING AWARENESS OF MARKETING DEVELOPMENT ASSISTANCE SCHEME**

* 1. **RANKING METHOD**

In this method the respondents were asked to rank their opinion about the challenges faced MSME garment exporters. The order of the merit given by the respondents was converted into rank.

**TABLE 4.2.1**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FACTORS** | **8** | **7** | **6** | **5** | **4** | **3** | **2** | **1** | **TOTAL** | **MEAN** | **RANK** |
| Language barriers and cultural difference | 6 | 18 | 26 | 12 | 16 | 8 | 10 | 4 | 100 | 5.02 | IV |
| 48 | 126 | 156 | 60 | 64 | 24 | 20 | 4 | 502 |
| Risks in selling abroad | 16 | 24 | 18 | 22 | 14 | 6 | 0 | 0 | 100 | 5.88 | I |
| 128 | 168 | 108 | 110 | 56 | 18 | 0 | 0 | 588 |
| Lack of access to global markets | 7 | 12 | 25 | 18 | 24 | 8 | 4 | 2 | 100 | 5.10 | III |
| 56 | 84 | 150 | 90 | 96 | 24 | 8 | 2 | 510 |
| Improper regulatory policies at the entry and exit stages | 6 | 8 | 17 | 23 | 19 | 14 | 8 | 5 | 100 | 4.60 | V |
| 48 | 56 | 102 | 115 | 76 | 42 | 16 | 5 | 460 |
| Ineffective market strategy | 16 | 10 | 21 | 16 | 18 | 6 | 13 | 0 | 100 | 5.20 | II |
| 128 | 70 | 126 | 80 | 72 | 18 | 26 | 0 | 520 |
| Identification of new product development | 2 | 5 | 11 | 18 | 23 | 8 | 15 | 18 | 100 | 3.71 | VII |
| 16 | 35 | 66 | 90 | 92 | 24 | 30 | 18 | 371 |
| Lack of facilities for market analysis | 3 | 10 | 14 | 17 | 23 | 16 | 12 | 5 | 100 | 4.32 | VI |
| 24 | 70 | 84 | 85 | 92 | 48 | 24 | 5 | 432 |
| Improper new product development | 1 | 6 | 13 | 9 | 15 | 21 | 17 | 18 | 100 | 3.48 | VIII |
| 8 | 42 | 78 | 45 | 60 | 63 | 34 | 18 | 348 |

**TABLE SHOWS THE CHALLENGES FACED BY MSME GARMENTS**

**INFERENCE**

From the above table it is inferred that by using ranking method it finds that the challenges faced by MSME garment exporters and rank I stated I risks in selling abroad, rank II stated ineffective market strategy.

**TABLE 4.2.2**

**TABLE SHOWS THE PROBLEMS FACED BY MSME GARMENT EXPORTERS**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FACTORS** | **8** | **7** | **6** | **5** | **4** | **3** | **2** | **1** | **TOTAL** | **MEAN** | **RANK** |
| Transportation | 4 | 18 | 21 | 13 | 18 | 20 | 6 | 0 | 100 | 4.93 | VI |
| 32 | 126 | 126 | 65 | 72 | 60 | 12 | 0 | 493 |
| Power cut | 30 | 28 | 15 | 18 | 7 | 2 | 0 | 0 | 100 | 6.50 | I |
| 240 | 196 | 90 | 90 | 28 | 6 | 0 | 0 | 650 |
| Lack of Raw-material | 6 | 20 | 24 | 12 | 15 | 14 | 3 | 6 | 100 | 5.06 | V |
| 48 | 140 | 144 | 60 | 60 | 42 | 6 | 6 | 506 |
| Insufficient labors | 0 | 10 | 14 | 12 | 24 | 17 | 14 | 9 | 100 | 3.98 | VIII |
| 0 | 70 | 84 | 60 | 96 | 51 | 28 | 9 | 398 |
| Delay payment | 26 | 24 | 16 | 17 | 11 | 6 | 0 | 0 | 100 | 6.19 | III |
| 208 | 168 | 96 | 85 | 44 | 18 | 0 | 0 | 619 |
| Infrastructure constraints | 22 | 16 | 21 | 19 | 14 | 6 | 2 | 0 | 100 | 5.87 | IV |
| 176 | 112 | 126 | 95 | 56 | 18 | 4 | 0 | 587 |
| Machines and other equipments | 2 | 13 | 17 | 12 | 24 | 14 | 7 | 11 | 100 | 4.32 | VII |
| 16 | 91 | 102 | 60 | 96 | 42 | 14 | 11 | 432 |
| Poor technology base | 24 | 25 | 21 | 18 | 9 | 3 | 0 | 0 | 100 | 6.28 | II |
| 192 | 175 | 126 | 90 | 36 | 9 | 0 | 0 | 628 |

**INFERENCE**

From the above table it is inferred that by using ranking method it finds that the problem faced by MSME garment exporters and rank I stated power cut, rank II stated poor technology base.

* 1. **CHI-SQUARE TEST**

The chi-square test measures the discrepancy between 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 decision and market conditions is:

**∑ (O-E)2**

**(X2) =**

**∑ E**

With degree of freedom **(D.F) = (C-1) x (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 test the significant difference observed (O) and expected (E). In this study also the opinion (O) given on various attributes by the respondents are compared with the expected € values and conclusions are derived.

**Null Hypothesis (H0):** “There is no significant difference between the observed (O) and expected (E) frequencies”

**Alternative Hypothesis (H1):** “There is no significant difference between the observed (O) and expected € frequencies”

**TABLE 4.3.1**

**TABLE SHOWING THE OBSERVED VALUE**

**THE FOLLOWING TABLE SHOWS THAT EXPERIENCE OF THE EXPORTER AND PROBLEM FACED WHILE PROCURING TO THE RAW MATERIAL TO THE MSME**

**Null Hypothesis (H0): “**There is no significant relationship between the experience of the exporter and problem faced while procuring raw material to the MSME**”**

**Alternative Hypothesis (H1): “**There is significant relationship between the experience of the exporter and problem faced while procuring raw material to the MSME**”**

**TEST STATISTICS:**

**X2  =** (Oi–Ei) / Ei

**Oi =** Observed frequency

**Ei =** Expected frequency

**CALCULATION:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EXPERIENCE / PROCURING RAW-MATERIAL** | **POOR QUALITY**  **OF MATERIAL** | **HIGH COST OF RAW-MATERIAL** | **GOOD QUALITY OF MATERIAL** | **TOTAL** |
| **BELOW 5 YEARS** | 9 | 4 | 2 | 15 |
| **6-10 YEARS** | 15 | 11 | 6 | 32 |
| **11-15 YEARS** | 17 | 14 | 8 | 39 |
| **ABOVE 15 YEARS** | 7 | 4 | 3 | 14 |
| **TOTAL** | 48 | 33 | 19 | **100** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OBSERVED (O)** | **EXPECTED (E)** | **O-E** | **(O-E)2** | **(O-E)2 / E** |
| 9 | 7.2 | 1.8 | 3.24 | 0.45 |
| 4 | 4.95 | -0.95 | 0.90 | 0.18 |
| 2 | 2.85 | -0.85 | 0.72 | 0.25 |
| 15 | 15.36 | -0.36 | 0.13 | 0.00 |
| 11 | 10.56 | 0.44 | 0.19 | 0.01 |
| 6 | 6.08 | -0.08 | 0.00 | 0 |
| 17 | 18.72 | -1.72 | 2.96 | 0.15 |
| 14 | 12.87 | 1.13 | 1.28 | 0.10 |
| 8 | 7.41 | 0.59 | 0.35 | 0.04 |
| 7 | 6.72 | 0.28 | 0.08 | 0.01 |
| 4 | 4.62 | -0.62 | 0.38 | 0.08 |
| 3 | 2.66 | 0.34 | 0.12 | 0.05 |
| 100 | 100 | 0 | 10.35 | 1.32 |

**TABLE VALUE:**

The table value of X2 at 5% level for degree of freedom = 1.32

**INFERENCE**

If the calculated value x2 is less than tabulated value. The Null Hypothesis is accepted at 5% level. Hence, there is no significance relationship between experience of the exporter and problem faced while procuring raw material to the MSME.

* 1. **WEIGHTED AVERAGE MEAN**

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,**

∑**WX**

∑**XW =**

∑**W**

**Where,**

∑**XW =** Weighted Arithmetic Mean

∑**WX =** Value of items

**∑W =** Weight of items

**TABLE 4.4.1**

**TABLE SHOWS THE LEVEL OF SATISFACTION OF MSME SKILL DEVELOPMENT PROGRAMMES**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FACTOR** | **5** | **4** | **3** | **2** | **1** | **TOTAL** | **MEAN** |
| Industrial Motivation Campaigns (IMC’s) | 6 | 26 | 30 | 24 | 14 | 100 | 2.86 |
| 30 | 104 | 90 | 48 | 14 | 286 |
| Entrepreneurship Awareness Programmes (EAP’s) | 8 | 22 | 31 | 23 | 16 | 100 | 2.83 |
| 40 | 88 | 93 | 46 | 16 | 283 |
| Entrepreneurship-cum-Skill Development Programmes (E-SDP) | 12 | 25 | 29 | 21 | 13 | 100 | 3.02 |
| 60 | 100 | 87 | 42 | 13 | 302 |
| Management Development Programmes (MDP’s) | 9 | 21 | 27 | 26 | 17 | 100 | 2.79 |
| 45 | 84 | 81 | 52 | 17 | 279 |
| Vocational and Educational Training | 16 | 28 | 25 | 18 | 13 | 100 | 3.16 |
| 80 | 112 | 75 | 36 | 13 | 316 |

**INFERENCE**

The above table exhibit the weighted average mean scores. The table highlights weighted score, which help to decide the MSME skill development programmes, which gives level of performance towards various programmes. The highest score is 3.16 for vocational and educational training and the lowest score is 2.79 for management development programmes.

**It is being inferred from this table that the respondents says highly satisfied towards vocational and educational training.**

**CHAPTER V**

**5.1 FINDINGS**

* Majority 58% of the respondents capital is 25-5 cr, they are coming under Small enterprises.
* Nearly 37% of the respondents said satisfied at MSME performance.
* 41% of the respondents have lack of education.
* Majority 64% of the respondents transferring the goods by shipway.
* 72% of the respondents using FOB Inco-term.
* Majority 77% of the respondents using L/C payment mode.
* The 58% of the respondents are mostly exported the goods to Europe.
* Nearly 61% of the respondents are preferred the Tuticorin port.
* Nearly 73% of the respondents are preferred the Chennai port
* Majority 61% of the respondents said yes for the MSME is backbone of Indian industrial economy.
* 48% of the respondents are procuring poor quality of materials.
* The 70% of the respondents said power crisis is affecting the MSME garments.
* 44.28% of the respondents said high power price and 17.14% of the respondents said undefined power cuts.
* Majority 42% of the respondents are said competitors are problem of marketing.
* 38% of the respondents said the main reason is reducing the profit for excessive tax.
* Majority 60% of the respondents said are not helpful for the new economic policy.
* Majority 45% of the respondents said labor to productivity.
* 42% of the respondents are utilizing the MSME scheme from the way of market survey.
* The government benefits 45% of the respondents are get Tax benefits.
* Majority 44% of the respondents affect from cost.
* Majority 29% of the respondents facing culture problem at while entering international marketing.
* Nearly 48% of the respondents are faced lack of financial support.
* Majority 59% of the respondents used bank credit facilitation scheme under NSIC scheme.
* 82% of the respondents are more taken the Export related challenges.
* Nearly 38% of the respondents getting more profit at garment exports.
* Majority 61% of the respondents said yes for marketing development assistance scheme.

**5.2 SUGGESTIONS**

* The MSME units can utilize the survey for their enlargement of their business.
* To improve the quality of material and exportable goods, because there is immense scope for increasing in global market.
* To providing some financial support to the garment exports.
* There should be develope the skill development programmes.
* To improve the MSME schemes.
* To introduce new economic policy for MSME garments.

**CONCLUSION**

The analysis of above facts and figures reveals that the export performance of MSME sector is satisfaction when compared to India’s total exports. The government should provide all sorts of financial facilities to the MSMEs units. This will help to achieve our national objectives of repaid economic growth in general and inclusive growth with social justice and equity in particular. India MSMEs used to upgrade their technology and put more emphasis on innovation.

**BIBLIOGRAPHY**

**BOOKS REFERRED**

* MITALI CHINARA, Micro, Small and Medium Enterprises (MSMEs) in Emerging India.
* SARIKA LOHANA, MSMEs for Inclusive Growth.

**JOURNALS**

* EPRA Journals
* IOSR Journals
* World Wide Journals
* International Journals
* Journal of Global Entrepreneurship Research
* Journal of Business and Management
* Informatics Journals

**WEBSITES**

* <http://msme.gov.in>
* <http://www.kvb.co.in/msme/msme.html>
* [www.epratrust.com](http://www.epratrust.com)
* <http://www.ijims.com>
* [www.msme.com](http://www.msme.com)

**ANNEXURE**

**A STUDY ON PROBLEMS FACED BY MSME GARMENT EXPORTERS WITH SPECIAL REFERENCE TO TIRUPPUR**

1. Name of the concern with address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Experience of the exporter?

(a) Below 5 years (b) 6-10 years (c) 11-15 years (d) Above 15 years

3. Capital of your concern?

(a) Below 25 Lakh (b) 25-5 crore (c) 5cr-10cr

4. State the performance of MSME scheme?

(a) Highly Satisfied (b) Satisfied (c) Neutral (d) Dissatisfied

5. Mention the core problem of unskilled labors?

(a) Lack of education (b) Lack of communication (c) Lack of practical knowledge

6. Specify the mode of transportation?

(a) Airway (b) Shipway (c) Roadway (d) Multi model transportation

7. Which type of Inco-Term do you prefer?

(a) FOB (b) CIF (c) DDP (d) Ex-work

8. Which type of payment mode do you choose for exports?

(a) Cash in Advance (b) L/C (c) O/A (d) DP

9. Which countries the goods are mostly exported?

(a) North America (b) Middle East (c) Europe (d) For East

10. Which port are preferred by Garment Exporter?

(A) Seaport

(a) Chennai (b) Tuticorin (c) Cochin (d) Others \_\_\_\_\_\_\_\_\_

(B) Airport

(a) Chennai (b) Coimbatore (c) Cochin (d) Bangalore

11. MSME is backbone of Indian Industrial Economy? (a) Yes (b) No

12. State the problem when procuring the raw materials?

(a) Poor quality of material (b) High cost of raw material (c) Good quality raw material

13. Does the power crisis affect the MSME garments? (a) Yes (b) No

14. If yes define the power crisis affect the MSME?

(a) Voltage problem (b) High power price (c) Undefined power cuts (d) Others \_\_\_\_\_\_\_\_\_

15. Mention the nature of marketing problem faced by MSME units?

(a) Competitors (b) Restriction (c) Technologies

16. What is the main reason which causes excessive tax that is a burden of the MSME manufacturers?

(a) Product price will be increase (b) Discouraging growth and development

(c) Reducing the profit (d) Advance payment

17. Does the new economic policy help the MSME sector? (a) Yes (b) No

18. If Yes, mention the new economic policy?

(a) Incentives the reduction cost (b) Labor to productivity

(c) Redoubled efforts of labor (d) Others \_\_\_\_\_\_\_\_\_\_\_\_

19. What is the sources of information utilizing in MSME scheme?

(a) Business tours (b) market survey

(c) Dealers and agent (d) Export promotional council

20. What type of government benefits do you get under MSME scheme?

(a) Tax benefits (b) Quality restriction (c) Intellectual property rights

21. Mention the criterion which is affecting MSME exporter?

(a) Transportation (b) Cost (c) Loading and unloading (d) Warehouse

22. Determine the problem while entering international marketing?

(a) Language (b) Adequate information about consumer choice (c) Culture (d) Money

23. What is the challenges faced by MSME exporters?

(a) Dependence on import (b) Lack of financial support

(c) Fluctuations in exchange rate (d) Changing consumer preference

24. What type of NSIC scheme used in marketing?

(a) Bank credit facilitation scheme (b) Raw-materials assistance scheme

(c) Single point registration scheme (d) Bill discounting scheme

25. Which type of challenges are more taken by MSME garment exporters?

(a) Finance related challenges (b) Export related challenges

(c) Government/ Infrastructure related challenges (d) Managerial/ marketing related challenges

26. What will you get from garment exports?

(a) More profit (b) Infrastructure growth (c) Economic growth (d) All the above

27. Are you aware from marketing development assistance scheme? (a) Yes (b) No

28. State the level of satisfaction of MSME skill development programmes?

HS- Highly Satisfied S- Satisfied N- Neutral

DS- Dissatisfied HDS- Highly Dissatisfied

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| S.No | Particulars | HS | S | N | DS | HDS |
| 1 | Industrial Motivation Campaigns (IMC’s) |  |  |  |  |  |
| 2 | Entrepreneurship Awareness Programmes (EAP’s) |  |  |  |  |  |
| 3 | Entrepreneurship-cum-Skill Development Programmes  (E-SDP) |  |  |  |  |  |
| 4 | Management Development Programmes (MDP’s) |  |  |  |  |  |
| 5 | Vocational and Educational Training |  |  |  |  |  |

29. Rank the challenges are faced by MSME garment exporters relates?

|  |  |  |
| --- | --- | --- |
| 1 | Language barriers and cultural difference |  |
| 2 | Risks in selling abroad |  |
| 3 | Lack of access to global markets |  |
| 4 | Improper regulatory policies at the entry and exit stages |  |
| 5 | Ineffective marketing strategy |  |
| 6 | Identification of new product development |  |
| 7 | Lack of facilities for market analysis |  |
| 8 | Improper new product development |  |

30. Rank the problems faced by MSME Garment exporters in Tiruppur district?

|  |  |  |
| --- | --- | --- |
| S.No | Problems | Rank |
| 1 | Transportation |  |
| 2 | Power cut |  |
| 3 | Lack of Raw-material |  |
| 4 | Insufficient Labors |  |
| 5 | Delay Payment |  |
| 6 | Infrastructure constraints |  |
| 7 | Machines and other equipments |  |
| 8 | Poor technology base |  |

1. **Seemant Yadav**, “Challenges And Obstacles Faced By Micro, Small And Medium Sized Entreprises” [↑](#footnote-ref-2)
2. **Prof M. Chandraiah , R. Vani**, “The Prospects and Problems of MSMEs sector in India an Analytical study” [↑](#footnote-ref-3)
3. **Dr. B.S. Khurud,** “Performance of MSME sector” [↑](#footnote-ref-4)
4. **Anis Ali**, “MSME`s in India: problems, solutions and prospectus in present scenario” [↑](#footnote-ref-5)
5. **Shailja Dixit,** “Enhancing the competitiveness of textile industry in an emerging economy : the role of MSME” [↑](#footnote-ref-6)
6. **Rajib Lahiri,** “Problems and prospects of micro, small and medium enterprises (MSMEs) in India in the era of globalization” [↑](#footnote-ref-7)
7. **Kesar Ketan Jha, “**Role of MSMEs in propelling the economic development of India” [↑](#footnote-ref-8)
8. **Papiya Manna and Dr. Tapas Mistri,** “Status of Micro Small and Medium Enterprises (MSME) in India: A Regional Analysis” [↑](#footnote-ref-9)
9. **Parthajeet Das**, “Micro, Small and Medium Enterprises (MSME) in India: Opportunities, Issues & Challenges” [↑](#footnote-ref-10)
10. **Dr. Mukund Chandra Me,** “Challenges and Opportunities in Micro, Small and Medium Enterprises in India” [↑](#footnote-ref-11)