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A STUDY OF TEXTILE INDUSTRY IN SOLAPUR DISTRICT**Rajendra N. Shendage**

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Abstract: In due course, with the advances in technology, it became possible to complete. The different processes involved in textile production- from cotton ginning, yarn spinning, Cloth weaving, processing, printing to garment manufacture – in small-sized, individually- Functioning units. Thus came into being the small scale textile units. Every state in the Union of Indian has small scale textile units, but within the state, these are concentrated Particular locations. In Maharashtra, these are found in large numbers in Bhiwandi (in Thane district), Malegaon (Nashik), Madhavnagar and Budhgaon (Sangli) Peth Vadgaon And Ichlkarajni (Kolapur) and Solapur City in Solapur District.

Keyword: Textile, Industry, Solapur City.

INTRODUCTION

Historically, India's textile trade with the Babylonian Civilization dates back to 3000 B.C. Also, as early as 2000 B.C., the Egyptians used Indian cotton fabric in mummifying their dead. Alexander, the Great's invasion of India in 327 B.C. actually helped to popularize India's beautifully embroidered finest muslins in the countries around the Mediterranean Sea. By the end of the 19th Century, India had come to enjoy a respectable reputation for its textiles

In the farthest corners of the world; so much so that upon Their conquest of the Indian Peninsula, the English had to Ban the production of fine Dacca Mulmull in India protect

From Competition the textile mills in England. Textile production in India was mostly traditional

And home-bound; the skills need in its different stages were fiercely guarded by the specific castes associated with them. Indian weavers, however, could not compete when cheap, superior-quality and abundantly available machine-made cloth of European origin flooded the markets.

The English had extensively promoted the production of cotton in Indian for being Supplied to the textile mills in England. Export of raw cotton out of, and imports of finished fabrics into, Indian was a lucrative trade for the English. But the recurrent wars On the Eurasian soil lying between England and India jeopardized this trade frequently. Partly for overcoming this jeopardy and partly as a fallout of the Industrial Revolution Raging on in Europe, the first composite cotton textile mill was established at Kolkata in 1818. But the growth of the mechanized textile manufacture remained sluggish; the Second textile mill started production only in 1854 in Mumbai and the third one at Ahmadabad in 1861. By the end of the 19th century, assorted textile mills and handlooms

Together imports. By 1914, the number of textile mills in India had grown to 271. Many Of these mills had installed modern machinery and could produce finest fabrics. The 'Swadeshi Movement' of 1906 actually helped the growth of the native textile industry. Between the period of the beginning of the world War-I in 1914 and India's Independence in 1947, the textile Industry survived many challenges such as War-induced Inflation, strikes, etc. On the

eve of Independence, there were 395 textile mills in India, Out of which 15 went to Pakistan's share on the Partition of the country.

The first-ever rayon producing plant in country was commissioned in 1951. The year also marked the beginning of the Planned Development Era. Since then, textiles Has continued to receive an honorable place in the 5-year Development Plans. Today, India is the third largest cotton textile producing country in the world and the textile is The largest organized industry in the country.

SIGNIFICANCE OF THE STUDY

Textiles in India have a very large potential in agriculture, exports and economy, if only It is judiciously exploited. While agricultural researchers are actively engaged in improving the quality and yields of cotton varieties and the textile technologies are busy with improving the production processes and enhancing the cost competitiveness of the textile Products, problems relating to organizational efficiency of the textile units lie in the domain of the communication researchers. To that extent, the present work has attempted ro offer meaningful solutions for enhancing the organizational efficiency through improved Managerial communication in the small scale textile units in the study area.

An exploratory research into these areas in a limited geographical territory may represent the first step in the enential development of a practice theory for being implemented by similar small scale tetile units elsewhere. The present work, the researcher believes, has taken a step in that direction.

SMALL SCALE TEXTILE UNITS SOLAPUR CITY : THE STUDY UNIVERSE

As on 31st March, 2003, there were around 10000 functional small scale textile production (weaving only) units in solapur City. The universe of the present study thus comprise these 10,000 units functioning within municipal boundaries of solpaur city.

OBJECTIVES OF THE STUDY

The following have been set out as the objectives of

the present study:

- 1.To take an historic overview of the small scale textile industry in Solapur City (the Study area);
- 2.To identify the problems faced by the sampled small scale textile units in the study area in core management as well as functional management areas of production, finance, marketing and personnel.
- 3.To examine the efficiency levels of the organizational communications utilities in the sampled small scale textile units in the study area;
- 4.To explore the prospects for the improvement of the managerial communication in small scale textile units in the study area;
- 5.To offer such meaningful suggestions, as may be appropriate.

HYPOTHESES OF THE STUDY

Study the present work is a maiden venture in the topic of investigation against the backdrop of managerial communication's perspective, no solid hypotheses have been taken up for testing, but through the conclusions arrived at after analysis and interpretation, sensitivity to the emerging hypotheses that may be tested in subsequent researches, has been sought.

METHODOLOGY ADOPTED FOR THE STUDY

For fulfilling the above objectives and testing of the hypotheses, both primary and secondary data were collected. For collection primary data, Survey Method was adopted, whereby needed data regarding the management of the surveyed units (core management as well as functional management areas of production, finance, marketing and personnel) and the efficiency levels of the organizational communication utilities, was collected by administering interview schedules, containing both open-and close-ended questions, to the owners/promoters of the sampled small scale textile units. The sample respondent units were selected by using Purposive Quota Convenience Sampling technique. For cross-verifying the data gathered through the survey method, Non-participatory Observation was also adopted.

The second set of the respondents comprised of 2 supervisory level employees from each of these 100 units, that is, a total of 200 employees, who were administered set another structured interview schedule to conduct an opinion survey about the manager's communication roles (interpersonal role, informational role and decisional role), to obtain perspective of the managerial communication in the small scale textile units in Solapur City. The necessary secondary data was compiled through the Library Research Method and Internet Searches.

SAMPLE DESIGN

In the Purposive Quota Convenience Sampling Technique adopted for the study, 'Purposive' meant those small scale textile units are engaged in both production And marketing activities. 'quota' meant the predetermined sample size of 100 units and Their 200 employees, and 'convenience' meant those individual units that were willing Participate in the survey Accordingly, a total of 100 small scale Textiles units

were identified as respondents And where administered a pre-tested interview schedule

DATA ANALYSIS AND INTERPRETATION

The primary data so collected was processed on a computer under expert supervision, Analyzed and suitably interpreted to derive the findings that, in turn, were juxtaposed Against the theoretical background/secondary data for drawing conclusions there from And presenting meaningful suggestions.

SCOPE OF THE STUDY

The geographical scope of the present study was confined to the municipal boundaries of the Solapur city. The topical scope has focused on the managerial communication in the small scale textile units in the study area. The analytical scope has covered the fulfillment of the objectives set out. The Functional scope was a confined to offering of meaningful suggestions aimed at a improving of the small scale textile units.

PROBLEMS OF SMALL SCALE INDUSTRY IN SOLAPUR CITY

Shri. Shreenivas Gundeli of Solapur (2006), a Chartered Accountant by professional and tax-consultant to numerous textile units, offers an insider's view of the problems and woes of the textile industry in solapur city, in the following words. Most of the textile unit owners in solapur are migrants from Andhra Pradesh. They are not much educated but are hard workers. Almost all family members, including female members, are directly involved in the production processes. However, they could never forces their future and have failed mostly for the following reasons.

- 1.They could never anticipate the future of the industry; as result, they never saved money to meet contingent financial difficulties. They simply went on expanding their business by acquiring more power looms, land and buildings and other fixed assets.
- 2.Most of the textile unit owners diverted their working capital funds to invest in plant and machinery, land and buildings, gold, vehicles, luxurious homes, domestic appliances, etc. Eventually, they had to face acute storage of funds.
- 3.Even the LIC policies are one of the rezones for the failure of their businesses. Many LIC agents, by offering various schemes/gift articles an through glib sales talk, compelled many powerloom owners to take out the LIC policies of huge amounts with large premium amounts. They never considered their client's earning capacity. As a result, a number of powerloom owners paid these premium amounts out of their working. Capital and were trapped in a vicious circle.
- 4.Most of the power loom owners never paid proper attention to the weight of the Chaddars/towels being produced. For examples, if a Chaddar of 1300 grams were to be produced, the owner has to continuously (atleast twice a day) verify that the actual weight of the product does not exceed the set limit. However, quite often, the actual weight of the product

exceeds by 10 to 100 grams, which ultimately results into a loss.

5. Most of these owners never cared to record and control the daily wastage of inputs. A substantial quantity of the yarn fed into the production process often goes down as wastage. Had these owners kept records of daily wastage of yarn by each worker, they could have kept the wastages under control. As the workers were never held accountable for the wastage, they have become careless regarding the wastage of raw material.

6. Most of the powerloom owners have spent huge amounts of family functions and celebrations like marriages, etc. Further, many of them are addicted to the daily consumption of alcoholic drinks and enjoying parties. Hence, they have spent much of their earnings and wealth on these.

7. Further, a few powerloom owners have constructed such lavish homes and factories, which are clearly, beyond their capacity, of investments, on the ill-advice of their building contractors/architects that such things can be constructed only once. They have diverted their surplus funds and/or working capital towards such investments.

8. Most of these powerloom owners have no idea of calculating the production cost exactly. Hence, quite often, they fix the selling price either below the actual production cost or at the most, at break-even level. Furthermore, when in financial difficulties, they are forced to sell their products at the prices much below the production cost, and thereby incurring huge losses.

9. Most of them can take care of production and sales, but never pay proper attention to book-keeping and accounts. As a result, at any given point in time, they are unable to know the exact financial health of their and know what steps could be taken to get out of the financial difficulties.

10. Many powerloom owners are not diligent in gradually reducing their loan liabilities, particularly the cash credit limits granted by the banks. And initial limit of Rs.1 Lakh may gradually be hiked to Rs. 20 lakhs over a period of ten years. But nobody is careful about making sufficient provisions to repay these loans. As they default on payment, the banks and financial institutions put pressure for liquidating the loans. It is a fact that many powerloom owners have disposed off their properties and factories at throw-away prices to escape the harassment of the creditors.

11. Another contributory factor to the failure of these powerloom units is the lack of Unity among the powerloom owners. Two or Three textile owners' Associations are already functional in Solapur city, but three these are not playing a very significant role in organizing powerloom units and other textiles-related units. In few other states, there exists a lot of unity power of the members-units; because of which, they can easily overcome the hurdles in the progress of the industry and its individual members. However, in Solapur city, on account of the lack of effective unit among these textile owners, the trades/commission-agents, wholesalers, yarn suppliers and even customers exploit these textile owners.

12. Compare to the Associations of the textile owners, the labour units are much stronger. These unions adopted various methods to get their demands accepted. Until

recently, strikes used to be their main weapon and they could grind to halt production even in individual units, even without complying with the legal formalities preceding a strike. Because of the unruly labour and their aggressive union leaders, the textile industry, as a whole, has incurred monumental losses.

13. Water and Electricity Shortages : Water and electricity are the two major inputs for the textile industry and hence, their adequate supply assumes a significant importance. Sufficient quantities of soft water are necessary for dyeing process, to ultimately produce best quality Chaddars and Towels. Because of the shortage of soft water, normally supplied as tap-water by the municipal corporation, many textile units are compelled to use the water from the borewells. Third hard-quality and minerals-containing water affects the quality of dyeing and ultimately, the final products in terms of luster, appearance and durability.

The adverse effects of electricity shortages are too well-known to be chronicled here. Particularly notable from the textile industry's viewpoint is that a sudden power failure brings to halt certain processors, such as dyeing, that have longer warm-up times. When the power returns, the process-cycle has to be begun all over again. In the meantime, it saddles the textile owners with wage of idle-setting labour. Also, as the delivery deadlines cannot be met, the prospective bulk buyers go looking elsewhere for their requirements.

14. Planning, per se, is one of the most neglected areas in the textile industry in Solapur city. Most of the second and third generation textile owners are not much educated. Hence, they remain focused on their daily production schedule and have no sense of looking into the future. Many of them are not even aware of the emerging textile production technologies, cost saving alternatives or even nationally or internationally opening markets. Even if the local Textile Development Foundation arranges orientation programmes, seminars or work-shops for them on such issues, many of them come back with hollow feelings of having wasted the time.

15. Most of the textile unit owners have acquired their present-day knowledge and experience through trial and error and error method. They have never undergone any kind of scientific training. As such, many of them have wasted huge sums on experiments for developing new products that take up their fancy.

16. Lastly, many owners blindly trusted their workers, who have cheated them by misappropriating cash, diverting unit's assets and built up own estates.

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