

Chapter I
Research Methodology

- 1.1 Introduction**
- 1.2 Objectives Of The Study**
- 1.3 Hypotheses**
- 1.4 Importance of the study**
- 1.5 Scope Of The Study**
- 1.6 Limitation Of The Study**
- 1.7 Data Collection**
 - A Primary Data**
 - B Secondary Data**
- 1.8 Chapter Scheme**
- 1.9 Conclusion**

Chapter I

Research Methodology

1.1 Introduction:

Research in simple terms, refers to **search for knowledge**. It is also known as a **scientific and systematic search for information on particular topic or issue**. It is known as the art of investigation. Several social scientists have defined research in different ways. According to Rehman and Mory, **“Research is a systematized effort to gain new knowledge”**. According to Clifford Woody, **“Research comprises defining and redefining problems formulating hypothesis or suggested solution; collecting, organizing and evaluating data making deductions and reaching conclusions; to determine whether they fit the formulating hypothesis”** It is an attempt to pursue truth through the method of study; observation, comparison and experiment.

The objective of research is to discover answers to questions by applying scientific procedures. The main aim is to find out truth, which is hidden and has not yet been discovered. Research methods include all those techniques/methods that are adopted for conducting research.

Research Methodology is the way of systematically solving the research problems. It is science of studying how research is conducted scientifically. Under it researcher acquaints himself with the various steps generally adopted to study a research problem, along with the underlying logic behind them. The scientific approach to know the research methods, techniques is called methodology.

The present study is case study of research which deals with **EXPORT PROCEDURE AND IT'S PROBLEMS IN ARVIND UNIVERSAL TEXTILE PVT. LTD., KOLHAPUR**. Research Methodology of the study is as follows. The unit selected is an ideal example of a textile unit located in a rural locality without any advance communication and transportation facilities. Such types of textile units are found in various parts of Maharashtra located in rural areas. They face certain common problems which are unexpected and can not be avoided but can be tackled. Despite

this fact, they are running successfully. No doubt, they are contributing towards community development by generating employment in the rural locality. The major reason of selecting this unit is to explore these problems and to provide the solution to solve them. The study will enable the company as well as to the other textile units in Maharashtra located in rural locality to tackle the unexpected causalities effectively and to empower them to run efficiently.

1.2 Objectives of The Study:

- i) To understand the export procedure and its problems.
- ii) To understand the working of various departments controlling towards processing of an export order.
- iii) To understand the role of Merchandisers.
- iv) To understand the export documentation .
 - a) Documents required for Pre-Shipment Procedure
 - b) Documents required for Post-Shipment Procedure
- v) To study the risk involved in export procedure.
- vi) To understand various measures taken by the firm to maintain quality at every stage of the export procedure.
- vii) To draw conclusion and to suggest appropriate suggestions to overcome the problems in export procedure.

1.3 Hypotheses:

H1 The problems during the implementation of export procedure in ATUPL, Kolhapur are uncertain but they can be faced skillfully by taking precautionary measures.

H2 Exporting is a systematic process of expanding the business across the national borders. It is risky at times if required quality is not maintained at every stage of export procedure

1.4 Importance of the Study:

Indian Textile Industry is said to be one the second largest industry in the world after China. So there is a wide scope for Indian fabric as well

as ready-made garments across the globe. In India, though certain firms have export potentials, they lack proper channel and skilled manpower to promote their product internationally due to insufficient knowledge of export procedure and proper documentation. A systematic study of export procedure, documents and the constraints in the procedure will give them proper exposure in the international market. This research work will be undertaken in the Arvind Universal Textile Pvt. Ltd., Kolhapur so as to study the export procedure, documents required and the problems in export procedure. The study is required to make the export procedure smooth, less complicated and constraint free.

1.5 Scope of the Study:

The scope of the study is limited to Arvind Universal Textile Pvt. Ltd., Kolhapur but it will be useful for the other export-oriented textile units as well. The study helps to unfold stepwise all the complexities involved in the export procedure in Arvind Universal Textile Pvt. Ltd., Kolhapur right from receiving an export order to final realization of an export. The **technical scope** of the study gives a detail idea of how different departments in an export oriented units work in synchronization with each other so that an export order is processed. It will help to reveal the different stages in Pre-shipment and Post-shipment procedure and its problems. It also focuses the in-house problems when the export order is in process.

The study would be helpful to over come many loopholes of manufacturing process. It states its **production scope** of the study. It will be helpful in analyzing the export order as well as documentation. The study focuses on the systematic approach towards export procedure and documentation. This will offer constructive suggestions from it's conclusion. It will help the company to deal with the unpredicted casualties by undertaking various precautionary steps before the execution of export order. The company would be prepared well in advance to tackle any unexpected problem and will find a solution to it.

The project aims to deal with every aspect of expert procedure. However, this study will be helpful to the company to promote it's export

trade by removing various hurdles in its procedure. The project will enable the company to retain the old customers and make new one by maintaining healthy relationship. This is an **economic scope** of the study. It will enable the company to complete the export order smoothly in time and well in advance. Thus the company can retain good relations with the customers. This is a social scope of the study.

The project enables the company to compete with rival companies by strengthening the export procedure. It puts in the picture about the **marketing scope** of the study. The project will be useful to the investors, shareholders and creditors of the company to know how the export trade goes on and will enable them to understand company's position in the international market. This knowledge will be helpful for them to take various investment decisions.

Speaking about the **financial scope** of the study, it will be helpful to other external agencies such as raw material agents, bankers and government authorities to understand the export potentials of the company and will enable them to clear their doubts on various issues. It will help the company to arrange various orientation and training programmes for its employees to make them aware about the problems during the implementation during export procedure. If the employees are trained, it is easy to handle the export order efficiently.

The researcher has covered almost all the areas related to export procedure like Marketing, Finance, Production, HR and Logistics. All these departments work in coordination with each other to carry on an export order. So, the study of all these areas is imperative.

1.6 Limitation of the Study

1.6-i) As the goods have to be transported to the distant places, it is difficult to predict unexpected problems. Casualties may occur at any stage of transit.

1.6-ii) It is not possible to collect the first hand information about the pre-shipment and post-shipment procedure at the port.

1.7 Data Collection

For the purpose of the present study, both primary and secondary data is collected through various sources.

1.7 A) Primary Data

1.7 A-i) Source of Collection:

Primary data is collected from pre-determined questionnaire prepared by the researcher. To collect the primary data the researcher has conducted the in- depth interviews with selected employees involved in export procedure right from managing director to the workers working in different departments by personally approaching them. The researcher has collected the required data in-between 10.00 am to 5.00 pm from Monday to Saturday for several weeks by visiting the different departments of company and other organizations without causing any disturbance. To get the information from the workers the researcher has translated the questionnaire into Marathi so that they should respond the questions easily and correctly. For interviews the questionnaire consisting of non-structured, open-ended and close-ended questions are designed.

1.7 A-ii) Sample Size:

In this research, the sampling size is limited; rather it is restricted to certain employees belonging to different departments of the company and other organizations which are associated with the company in one or other way. The number of respondents is **61**. They have been working on different positions in different departments and some of them are working in different units in export related activities. They are being interviewed by circulating the pre-determined questionnaire. To collect the primary data the researcher has used stratified random sampling method. Stratified random sampling method has been used for the selecting the samples working on lower positions because of their large population whereas all the top executives have been interviewed by using the stratified sampling method. Under stratified random sampling method, group of population is divided into various sub-groups or strata of different size and samples are drawn from them. The selection of respondents (samples) working on

subordinate positions has been made by considering their role and contribution in export procedure whereas whole population working on high positions is considered for an interview

1.7 A-iii) Reasons behind Selection of Sample Size:

Being a marketing activity, the entire export procedure is handled by top executives and the managing director of the company. They deal with international customers and execute the export order. They are well versed with the export procedure and documentation. Therefore more weightage is given to them while selecting the samples for an interview. They have been selected by using stratified sampling method. Considering the less important role of other employees, especially those who are working on lower positions in the export procedure, less weightage is given to them because they do not have much contribution in export procedure. They have been selected by using stratified random sampling. External agencies have been selected by using stratified random sampling method.

The samples selected have good work experience and are skillful and well-trained. They have been working with the organization for several years. They have sound knowledge about their work and department. Certain new employees have also been selected and interviewed. The researcher has considered the qualification of the employees before selecting them for an interview. Interview schedule was prepared. Qualified employees have been interviewed by circulating standard questionnaire prepared by the researcher. Less educated employees have been approached and interviewed by circulating the questionnaire in their mother tongue. Age, qualification and experience of the employees have been considered while selecting them. Employees from different age groups i.e. young, middle-aged and senior employees have been selected and interviewed. Even less qualified, qualified, and highly qualified employees have also been selected and interviewed. Simultaneously well-experienced, averagely experienced and less experienced employees have also been interviewed. Their interest and willingness have also been considered. While approached certain employees have responded

willingly, whereas some of them refused to respond. Hence the researcher has also considered the attitude of the employees. Besides employees of AUPTL, its various external agencies have been approached and interviewed such as Bankers, Agent, International Customers and Raw Material Supplier.

Below table shows how the samples are selected from different strata for the interview and their percentage.

Sr. No.	Particular	Total Number of Employees	Employees Selected for an Interview	Percentage of Selected Employees
1	Workers	125	34	27.2%
2	Supervisors	6	5	83.33%
3	Middle Level Managers	31	11	35.48%
4	Managers/ Top Executives	2	2	100%
5	Managing Director/ Gen. Manager	2	2	100%
6	External Agencies	14	7	50.00%
	Total	180	61	33.88%

(Around 33.82% respondents have been selected for the study.)

Below table shows the selected samples with their names, qualification, designation and experience.

Sr. No	Department	Total Employees	Name of the Employees	Qualification	Designation	Experience
1	Marketing	5	1 Tamal sinha	M.B.A.	Gen. Manager	20 years

			2 Suraj Kamble	M.B.A	Asst. Mark. Manager	4 Years
			3 Amol Chouhan	B.A.	Mark. Executive	3 Years
			4 Vilas Tonpe	DCS	Jr. Executive	6 Years
2	Finance	4	1 Mahesh Solhapure	B.Com	Account In charge	5 Years
			2 Vipul Sinha	M.Com	Executive	4 Years
			3 Raosahab Prakash	B.Com	Executive	5 Years
			4 Sagar Kamble	B.Com	Executive	2 Years
3	Production	10	1 Biswajeet Ray	B.Tech.	Asst. Gen. Manager	16 Years
			2 Mohindra Dhiman	B.Sc.	Manager (sizing)	13 Years
			3 Ilyas Dafedar	DET	Incharge	13 Years
			4 Sanjeev Tiwari	DTT	Prod. Incharge	5 Years
4	Dispatch & Transportation	4	1 Laxman Singh	12 th	Checker	13 Years
			2 Raju Korsane	12 th	Checker	12 Years

5	Head of different units	1	1 Krishna Kumar Marda (Only head for all the departments)	B. Com	Managing Director	5 Years
6	International Customers		1 Dinesh Textile Borsabana (South Africa)	MMS	Sr. Marketing Executive	5 Years
			2. Eur-Arti (Latvia)	MBA	Import Incharge	7 Years
			3 Clearadon (USA)	MBA	Mark. Manager	9 Years
7	Agents	02	1 Batliboi and Company	MBA	Senior Associate	11 Years
8	Bankers	03	1 Bank of Baroda	M. Com	Branch Manager	5 Years
			2 Bank of India	B. Com, DBM	Manager	7 Years
9	Utility	03	1 Deepak Bhoite	DEE	Incharge	6 Years
10	Workers	125	Total No. of workers interviewed-34			
11	General Admn.	15	1 Tamal Sinha	M.B.A	Prod. Dept.	20 Years
			2 Krishna Marda (M.D)	B.Com	Prod. Dept.	5 Years
			3 Ramchandra Nandi Kurle	M.S.W.	Prod. Dept.	14 Years

			4 Sudeer Ghodke	DCE	Godawn Sr. Supervisor	3 Years
12	Raw material Supplier	2	1 Vijay Kubhar	12 th	Dept. Incharge	8 Years
			2 Ramchandra Khot	12 th	Supervisor sizing	7 Years
13	Quality Control Dept .	4	1 Shishir Shukla	M.Sc., M.B.A.	Sr. Manager	15 Years
			2 Sachin Kamble	B.Com	Investigator	3 Years

(Certain respondents are looking after more than one department so their names have been repeated in more than one column.)

Total No. of respondents: 61

The researcher has drawn the above table so as to provide detail information about the employees along with their names, qualification and their experience in their respective department. The researcher has done so, to show how samples are collected from various strata by considering the factors like age, qualification and experience of the employees. The table justifies how skillful and knowledgeable the employees are. Their qualification reveals that they are well educated and well trained to handle their job. Certain selected employees are not well educated but have been selected by considering their experience and knowledge in their respective department. It also informs that they are working in the same department in which they have specialized themselves. The total number of selected employees in particular department states the weightage given to every department considering their involvement in export procedure.

1.7 B) Secondary Data

To collect Secondary Data, both internal and external research has been done. For internal research ready to use documents available with the organization such as old and new registers and files, important documents and financial statements etc. have been used. For external research

published books by different authors, magazines and articles by the other researchers have been referred by visiting Shivaji University and Bharati Vidyapeeth Institute Of Management, Kolhapur.

1.8 Chapter Scheme:

The chapter scheme of the topic “Export Procedure and It’s Problems in a Textile Unit with special reference to Arvind Universal Textile Pvt. Ltd, Kolhapur” is as follows

Chapter-I Research Methodology

This topic covers introduction of the study, its research design, hypothesis, methodology, scope, objectives and limitations. It also describes how the researcher has collected the required data by using different research techniques. It also focuses the importance of the present study. It also owns tabular diagrams to give detail information about selected samples along with their names, qualification, designation and experience.

Chapter-II Theoretical Background

It deals with importance of the study, review of literature, definitions of international trade, export, export process, tariffs, export subsidies, exports and free trade, export strategy, objectives of export, top trading nations, Indian apparel and textile industry, regulation of international trade, risk in international trade, export procedure and documentation, export finance, arranging finance forfeiting finance by authorized dealers, EXIM bank finance, inspection by government authorities, India’s export growth, export promotion schemes, working of various departments at Arvind Universal Textile Pvt. Ltd., departments’ functions and operations at ATPUL , export procedure implemented in AUPTL and export documents

Chapter-III Company Profile

This topic deals with company’s fact file. It gives an idea about company’s establishment, its products, machineries, domestic and

international customers, turnover, specialty in production, vision of the company, technical details, location of the plants, capacities, organizational chart, board of directors and employee details.

Chapter-IV Analysis and Interpretation

In this topic, processed data has been analyzed and interpreted by presenting the information systematically in a meaningful manner through the tabular diagrams, bar diagrams, pie-charts and graphical presentation.

Chapter-V Conclusion and Suggestions

In this chapter, the researcher has drawn certain conclusion based on his study. While drawing every conclusion, the researcher has given tangible support to it and based on the drawn conclusion, suggestions have been specified.

1.9 Conclusion:

As per the research design prepared by the researcher, the research study will explore different steps followed during export procedure, the documents needed and the problems faced by the organization while executing the export order. The present study will be helpful to the organization to overcome the problems that may occur during implementation of export procedure. It won't be easy to collect the data from the employees working at the lower level as they have very less knowledge about export procedure, thus the researcher has redesigned the questionnaire by deleting certain questions. The researcher will be using stratified questionnaire to get the required information from these employees since they are more in number whereas the researcher has interviewed all the employees working at the top level as they are less in number and are involved in export procedure. Almost all the employees interviewed by the researcher responded positively and enthusiastically. The researcher enjoyed interviewing the selected samples.
