

## **CHAPTER - TWO**

---

### **PROFILE OF THE ORGANIZATION**



## **CHAPTER TWO**

### **PROFILE OF THE ORGANIZATION**

---

#### **2.1 HISTORICAL BACKGROUND:**

**Balwant Textile Mills Limited, Miraj, was established in the year 1943 Shri. Balawant K. Marathe, son of the late Shri. Govindraoji Marathe of Ichalkaranji. Handloom- and powerloom- were the main industries then in Ichalkaranji and there was a great demand for yarn. The mill was basically set up as 'backward integration' of the powerloom business of the Marathe Family and it gradually went on to expand on account of the changing pattern in the demand for yarn from low count to coarse count to high or superfine count. The mill had an initial capacity of 6000 spindles and started with low count yarn production. Presently, the Mill produces fine and superfine yarn also and is a pioneer in the textile industry in this area.**

#### **2.2 PRESENT SITUATION:**

**As the younger generation of the Marathe Family diversified into engineering and agricultural activities, they decided to sell off the Mill and it was taken over by the Bhate Family in the year 1987.**

The Mill has come a long way in the last six years under the new management. Old machinery has been replaced and 'open-end' machinery useful for coarse count yarn has been installed. A large-scale modernization programme is underway. The company, at present, has a paid-up capital of Rs.68,50,000/- and has achieved a turnover of Rs.12.0 crores.

The company produces coarse, fine and superfine varieties of yarn and its present capacity is 38,000 spindles. The company has opened new sales depots at Vita, Malegaon, Ichalkaranji and Solapur because at the above stations, handloom- and powerlooms, which are the consumers of yarn, are in plenty; thus availing advantages of being nearer to the market.

The company operates with nine Directors, 75 staff members and 1100 workers.

The company has started taking keen interest in inventory management and is in the process of developing scientific inventory control and management systems.

### **2.3 FUTURE OUTLOOK:**

With the increasing demand and importance of the textile industry and the opening up of the Indian economy by current liberalization measures, the company has ambitious plans for the future.

The company has plans for further expansion upto 60,000 spindles. For this purpose, it has already acquired land at the MIDC Industrial Estate, Miraj.

Inspite of the best machinery (from Laxmi Machine Works Limited), with the continuous development in technology in India as well as abroad, the company is thinking of collaboration with some German firms where the open-end system is developed upto 40 counts.

On the export front, purely yarn export is not as profitable as that of cloth. Yarn is available easily from Pakistan and other neighbouring countries and there is a keen competition in yarn exports. The new wave of pure cotton yarn is developing fast throughout the world and the demand for cotton cloth is on the increase. So, the company proposes to start automatic looms of width 120 cms- and above.

In addition to weaving, the company also proposes to start dyeing, bleaching and printing, thus taking shape of a composite textile mill.

The organization chart of the company appears on the following page.

ORGANIZATION CHART

MARATHE TEXTILE MILLS (PROP. BALAWANT TEXTILE MILLS LTD.), MIRAJ.

