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16	A Conceptual Study on Entrepreneurship Challenges Post Start-up; Success to Stagnation	Mr. N. R. Naresh, Mr. Nikhil M. S and MS. S. Ramya	106
17	Trends in Financial Management & Securities Market and Factors that Affect the Shape of Market Trends in This Covid-19 Scenario	Ajay Kumar Yadav	113
18	Role of Social Entrepreneurs During Coronavirus Pandemic: With Reference to Karnataka	Ms. Sreenidhi Vidyasagar and Mr. Suraj Sudarshan	121
19	A Study on Problems Faced By The Entrepreneurs in Production and Marketing – With Special Reference to Small Scale Readymade Garment Industries	Dr. K. Sangeetha and Dr. Y. Fathima	131
20	Cars Sold in India Vs. Abroad; are Indian Customers Getting Their Money's Worth?	Mr. Arvind Rajguru, Ms. M. Aiswarya and Mr. N. R. Naresh	137
21	Analysis of Quality Of Work Life and Its Impact on Work Performance of Blue-Collar Employees in Chennai	Dr. A. Xavier Mahimairaj and Ophelia Janefer. M	143
22	Inquest on the Online Festive Offers Intriguing the Buying Behaviour of Economically Weaker Section (With Special Reference to Chennai City)	A. Subatini Santhiya, A. Albin Vimal Raj and S. Indu Priyadarshini	155
23	Parents' View On Children's Emotional Well-Being in Relation to Digital Devices Usage During the Pandemic Period in Coimbatore City – A Qualitative Study	R. Revathi Priya, Dr. R. Baskar, C. Palanisamy, K. Kalidass, and Dr. B. Nalina	163
24	Analysis of Social Media Relations on Children Using Decn	S. Sivasankara Rao, Pushya Chaparala and E. Madhusudhana Reddy	177
25	Information Seeking and Cognitive Learning of Library users (Faculty Members) Pertaining to Anna University Affiliated Engineering Colleges in Coimbatore – A Study	K. S. M. Swaminathan, Major Dr. T. Magudeeswaran and T. Kalaichelvi,	183
26	Temple Entry Proclamation in Kerala	Dr. S. P. Sussha	189
27	Secrets of Brihadisvara Temple Thanjavur	Dr. N. Mary Usha	193
28	A Study on Impact of Employee Engagement on Their Performance with Reference to Chennai	Dr. P. Ponmythili	197
29	Devaluation of Currency – A Study on Indian Perspective	Amgoth Sujana and Dr. Santosh Kumar VD,	203

A STUDY ON PROBLEMS FACED BY THE ENTREPRENEURS IN PRODUCTION AND MARKETING – WITH SPECIAL REFERENCE TO SMALL SCALE READYMADE GARMENT INDUSTRIES

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ABSTRACT

In view of the steadily increasing demand for readymade, for men and women both at home and abroad, the readymade industry has acquired considerable importance and increasing attention is now being paid to its development in the country. It has the potential for providing employment not only to the skilled workers presently engaged in the industry. But also to the considerably large labour force scattered in villages around the centers of production. This study throws the light for the readymade garments entrepreneurs to overcome the problems in production and marketing also depicts the influences of these problems on different generations of entrepreneurs based on their experiences. Stratified convenient sampling method is used. Intensity score method and One way ANOVA is used to study the problems faced by entrepreneurs regarding Production and Marketing in Small Scale readymade textile shops. The result derived is “High maintenance cost” is the foremost reason for production problem and “Competition from Small Scale Industry” is the foremost reason for marketing problem. This study helps the policy maker to frame policies with regarding the issues addressed in the study based on the findings and suggestions.

Keyword: *Small scale readymade textiles, Entrepreneur of readymade textiles.*

INTRODUCTION

India has already made a name for itself as far as manufacturing of readymade garments is concerned. There are some factors that go into the Indian garment industry's favour such as cost-effective procurement of raw materials, inexpensive skilled labour and quick adjustment to the kind of apparels that have potential to sell. Indian readymade garment industries rely on the aforementioned factors for growth prospects in future. At present, India is being considered the pioneer country in the readymade garment business. In the face of such a demand, Indian garment manufacturers and exporters constantly have to maintain high quality in finished products and continuously provide variations in style and design to attract the attention of prospective buyers. It has the potential for providing employment not only to the skilled workers presently engaged in the industry. But also to the considerably large labour force scattered in villages around the centers of production. The present study aims at analyzing the existing state of the industry and also identifying the problems confronting it. Issues of this kind have been analyzed for the sake of providing the policy makers with an insight into the problems and spelling out the prospects of the industry in the years to come.

STATEMENT OF THE PROBLEM

The present study attempts to throw light on the production and marketing problems of the small scale units in readymade industries. Major hurdles faced by small scale industries are supply of raw material, cost of production, marketing, improper infrastructure, shortage of finance. Among them production and marketing is the major stumbling blocks for