A Study on Recovery Chances for Knitwear Industry's Post Covid-19 at Tirupur District, Tamilnadu

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Abstract

  Knitwear industry has long served as the foundation of the Indian economy. The COVID-19 outbreaks is having a devastating effect on knitwear industry, which account for about 30percentof India's manufacturing production. One of Tamil Nadu's most prosperous and industrially advanced districts is Tirupur.Tirupur industry creats a new trend in the fashion world.The Indian finance minister published a number of relief measures for knitwear industry during pandemic. As part of the study, a framework for the revival of the knitwear industry has also been put up.The foremost aim of this research is to recognize the recovery chances for knitwear industryin TirupurDistrict, followed by an examination of the relief measures offered to knitwear industryduring post-COVID19. For these, a sample of 330 units was selected using the stratified sampling method. Simple percentage and Chi-square test were used , according to the findings, there is a positive relationship between size of the concern and overall level of satisfaction with recovery measures provided by the government schemes. The majority of the exporters are aware and have implemented the plans. The government has not

impressed the knitwear industry because it did not anticipate any borrowings in this situation, not even at a reasonable cost. Although it is anticipated that the programme will benefit the economy and aid in its recovery.

Keyword: Recovery chances,Measures for reinstatement, Amended Technology Upgradation Fund Scheme,Retrieval measures by GoI.

I. INTRODUCTION

The Indian economy has long been built on the knitwear industry.Knitwear industries areunique of the chief forces behind the Indian economy's growth history. The knitwear sector, which includes the fabrication, dyeing, cutting, printing, stitching, quality checking, ironing and packing, has emerged over the past few decades. Tirupur knitwear industry in TamilNadu, India have shown faster growth recently than the other industrial sector. This industry creates a lot of jobs opportunities to the migrated employees. The industry works 24×7 to export the garments worldwide. But there are few changes observed in the environment after the country's lockdown in the year 2020 due to coronavirus pandemic.

During the pandemic around 195 nations are under the control of the virus COVID-19, which is damaging economies everywhere and spreading fear throughout society. The Tirupur sector's knitwear industries are undeniably the most vulnerable to the COVID-19 pandemic due to their size, breadth of lengthy operations, inadequate financial management resources, and, most importantly, their incapacity to deal with an unexpected situation.Knitwearindustries has made several contributions to the nation's economic prosperity and built a solid foundation for its economic growth. Without properly highlighting and valuing businesses in the knitwear sector, an economy cannot transition from a largely agrarian to a significant industrial economy. Knitwear businesses serve as a significant contribution to the socioeconomic growth of the nation. The knitwear industry has significantly changed the economy; it has played and continues to play a crucial role in infrastructure investment, job growth, the growth of leading-edgeaidsplus competencies, safeguarding balanced provincialgrowth, progressingimmaturezones, attainingmonetaryindividualitycompleteingressreplacement, plusenabling the advancement of the nation.

Review f Literature

- Muthiah, K. (2011), the study divulges Tirupur knitwear exports, a labor-intensive sector, are dealing with both happy and unhappy circumstances. The study focuses on the current scenario, including questions like why businesses must not recognised their CSR towards create honourable valuesaimed at their employees. And to whatever extent does upholding social responsibility directly address the labour problem that export companies are experiencing?

- Balamurugan, D., &Rajeswari, R. (2020), The study reveals the role that recognition and rewards have in enhancing employee performance in an organisation. The survey gauges how the organization's current reward and recognition programme is perceived by all of its employees. This study evaluates how to meet their requirements in the highly competitive job market. This study also gives management encouragement to develop future recognition and rewards programmes that will boost employee commitment and job satisfaction.

- Kumar, K., & Sharma, A. (2020), The analysis reveals that every sector of the industry, including the informal sector, needs assistance as part of the Indian government's monetarycompendium intended toward revitalise the situationindustrializedzone following the shutdown. The researcher discusses how homecostcables cross both the proper and unofficial sectors of the budget, demonstrating the essential for the administration to include the unofficial zone in its post-lockdown monetarytactics while implementing revival programmes.

- Panigrahi, C. M. A., Ashutosh, K., Mehta, S., &Pasricha, S. (2020), The study demonstrates that the textile industry is crucial, significant, developing daily, and improving the lives of Indians by meeting the most fundamental needs of the population. However, COVID-19 poses a threat to this industry. The output, turnover, employment, and exports of the Indian textile industry have all fallen, making it exceedingly difficult to predict when things will turn around. The impact of COVID-19 on the Indian textile sector is investigated in the study.

- Somani, M., Srivastava, A. N., Gummadivalli, S. K., & Sharma, A. (2020), The study examines the implications of COVID-19 regulations on various environmental issues generally in the context of India. Firm deductions and explanations could not be formed because the sickness is still spreading, lockdown limitations have not yet been released, and the availability of metadata has been limited. The study, which compriseinspecting the significances of lockdown, provides aerraticunintended to learn how the environment responds to suddendrips in mortalaction.

- Annaldewar, B. N., Jadhav, N. C., &Jadhav, A. C. (2021), The report shows how the COVID-19 global contagiontakes affected the sustainability of the fabric and garments industries. The 3Rs (Reduce, Recycle, and Reuse) have also

lost some of their lustre as a means of sustainable textile production. The COVID-19 outbreak takes compelled the fabric industry towards concentrate scheduled research that would improve humanoidguard by generating antiviral costume materials. The goal of the study is to determine whether the ongoing epidemic will help the textile and apparel industry's transition to sustainability.

- Baliyan, R. (2021), PESTLE analysis will be used in the research to examine the factors affecting the apparel sector. The research paper's findings show how government and industry-level actions might assist the industry recover from its current state. The authors have made a sincere attempt to determine the impact of COVID-19 happening the apparel business as well as the manipulating factors impacting this sector in order to support further industry study.

- Damodaram, A. K., Chakravarthi, S. S., & Reddy, L. V. (2022), the study states that due to the Covid-19 outbreak, the Indian apparel and garment sector saw an unheard-of business situation. to lessen the crisis with the goal of becoming ready for long-term commercial commitments in these difficult times. The study offers a framework for re-engineering clothing and apparel supply networks so they may incorporate and embed cutting-edge technology to become "digital" throughout the supply chains.

- López, T. (2023), The study will highlight three additional trends that have shaped the garment GPN since the early 2000s: (1) the geographic consolidation of garment retailers' sourcing networks, with particularly rapid growth in China and India during the 2000s; (2) later, the emergence of new low-wage sourcing destinations in South and South-East Asia, as well as in Africa; and (3) most recently, a selective shift towards "near sourcing" by fast fashion. The report then outlines the geographical and chronological growth of Bangalore's export-garment industry and provides an account of the labour relations within the cluster.

Statement of the Problem

Knitwear sector is the backbone of the Indian economy, which supports its rapid expansion. Knitwear industries are facing difficult circumstances, so action must be taken right away. The announcement of a state-wide lockdown placed knitwear industry owners, employers, and outside stakeholders in unforeseeable situations for which no one had any prior preparation. The extended lockdown hurt the availability of complet goods, the purchase of rare materials, plus the accessibility of workers towards participate in manufactureplusstock operations. From April 2020 to June 2021, the zone faced tasks with loan reimbursements, pay and remunerations, regulatory dues, etc. There was various schemes created by the government to help and to ameliorate the

circumstances in knitwear zone to liftmanufacture, promotion and workchancesnow the Tirupurzone on during covid-19 pandemic.

A framework for the recovery chance of Tirupur knitwear industry has been proposed onthese study.The present study is to analysed the potential effects of the government's economic package, based on estimates from various specialists focused on knitwear industry. The government and knitwear associationsare worked together to solve the root causes of the COVID-19 epidemic because it is a crisis with an unforeseeable resolution.

Objective

- To identify the revival opportunities for Tirupur knitwear industry.
- To examine the relief measures offered for Tirupur knitwear industry during post-COVID-19.
- To evaluate the revival measures for knitwear industry announced by the Government of India.

Research Methodology

Research Design: An empirical explorationproject was used for this research based on the survey method.

Sampling Design: The method the researcher would use to choose the items for the sample is called the probability sampling design methodology.

Sample Population: The sample remainedcarefully chosen using the cluster sample method in the Tirupur district of Tamil Nadu. The district has the highest share of knitwear export industry. As of January 31, 2021, there were 1145knitwear export industry in Tirupur District registered under Tirupur Exporters Association -TEA.

Sample Size: The list of the knitwear export industry in the Tirupur district was collected from theTirupur Exporters Association - TEA. From this data, a sample of 330 units was selected using the stratified sampling method.

Hypothesis

Ho1 - There is no significant Association between the size of the concern and Overall level of satisfaction with revival measures provided by the Government.

Ho2 - There is no significant Association between the Export Status of the concernand Overall level of satisfaction with Steps taken by Knitwear Associations for Strengthening theTirupur Industry Post Covid-19.

Data Collection

Primary Data The chief data will remaincomposedafterthe knitwear export industry in TirupurDistrict for the given period. Data collection requires a period of five months.

Secondary Data The secondary data relating to the knitwear export industry will be collected directly from knitwear export associations likeTirupur Export Associatoin (TEA), South Indian Hosiery Manufacturing Association (SIHMA), Export Credit Guarantee Corpooration (ECGC), Chamber of Commerce and from various periodical journals like Apparel Online, Apparel India and also from the apparel related web pages.

Measures for Reinstatement

•**Financial Aid** With financial assistance seen as the supremenoticeabledeed, the government publicized unsecured mortgages toTirupur Knitwear industry. However, the real problem is to ensure that the benefits accrue even to all participants in theTirupur Knitwear industry. A highly adaptive approach may be needed to solve this problem. Examine government interventions and policies to support the recovery of the knitwear industry.Assess the effectiveness of financial aid, trade facilitation, and skill development programs.

• **Finding Opportunities** Governments can help various exporter in the Tirupur Knitwear industry to create opportunities amid the Covid haze. Finding ways has been well documented recently, some of which have found an opportunity in the shadow of COVID. A slew of spin-off expoterhas started producing PPE plus face guises. Severalconcerns in the chemical industry mustturnedtowards disinfectants.

• **Wage Support** The majority of workers in the Tirupur Knitwear industryfall into the informal category and offering wage support or employer subsidy schemes will help them retain staff during the crisis, even though the government has ordered all business enterprise employers to continue. to pay salaries without deductions or provisions.

• **Economic Influence of COVID-19 scheduled the Knitwear Diligence:** Examine the decline in exports and revenues during the pandemic. Analyze changes in foreign buyersbehavior and preferences affecting demand. Evaluate the challenges faced by the industry's workforce due to job losses and wage reductions.

•**MethodstowardsComplyUsefulness and CommunitySafetyExpenses:**The Tirupur knitwear sector would greatly benefit from utility payments being deferred or from being required to pay only a part of rent, property taxes, and other utility bills.

• **Preparedness for Future**The government must offer the required framework for enhancing skill development, properly adjusting to digital tools, etc. MSMEs must increase consumer incentives and improve the appeal of reserved quotas in order to gain market access. To extend the market reach, they will provide a centralized platform. In addition, measures to increase the competitiveness of these enterprises should be implemented, with a focus on productivity and quality.

Retrievalmeasures Taken by Government of India for Knitwear Export Industry:
The Government of India (GoI) takesproclaimed a superiormonetaryidea ("Economic Plan") to assist the knitwear exporterduring the ongoing COVID-19 pandemic. Some of the key reforms announced by the Indian government are expected to benefit the knitwear sector and impel it to weather the headwinds posed by the ongoing pandemic, as follows:

• **Amended Technology Upgradation Fund Scheme (A-TUFS):**
ATUFS, the Amended Technology Upgradation Fund Scheme, was introduced by the Ministry of Textiles. This plan would make it easier for the textile industry to increase share, production, excellence, employ, carry across, and ingressreplacement. It willpowertoo unintentionally encourage asset in the production of fabricequipment. Individual entities will only be eligible for a single capital subsidy on a qualifying investment, according to the rates and the overall subsidy maximum, although all exporters will profit from this programme.

• **RoSCTL Scheme is Merged (RoDTEP) Scheme:**
RoDTEP is a WTO-compliant scheme that upholds the universal rule that taxes and levies shall either be exempted from exportation or paid to exporters via the RoSCTL scheme.

• **Impassive Anti-Dumping Duty on PTA:**
Purified Terephthalic Acid (PTA), a chemical, no longer bears an anti-dumping duty. The Finance Minister made a similar comment during her Budget speech. PTA is a crucial raw ingredient that is employed in the production of several goods, including polyester fabrics.

• **Manufacturing of PPEs:**
India became the nextmajormanufacturer of PPEs cutting-edge the ecosphere thanks to the rise of the textile and apparel industries around the nation. During the period from April to December 2020 (as per data available), the nation produced approximately 6 crore PPE body refugealls and 15 crore N-95 façades, according to estimations based on information from the industry. More than 200 producers of N-95 masks and close to 1100 manufacturers of PPE Body Coveralls had registered. This recently developed industry's typical market size is close to Rs. 7000 crores.

• **The Production Linked Investment scheme**
It has been revealed that the Rs. 10,683 crore manufacturing Linked Investment scheme, which would cover the MMF and Technical Textiles sectors over a five-year period, will produce world-class exporters and significantly increase local textile manufacturing. An effort called the PLI plan offers incentives to domestic industries to increase domestic manufacturing. When that occurs, products that are specially suited to a particular niche of foreign orders appear.

Analysis and Interpretation
Table - 1: Details of the Respondents Profile

Size of the concern	Frequency	Percent
Small	132	40
Medium	148	45
Large	50	15
Total	330	100
Location	Frequency	Percent
Rural	32	10
Urban	203	62
Semi urban	95	28
Total	330	100
Year of Establishment	Frequency	Percent
1981-1990	56	9
1991-2000	127	49
2001-2010	107	15
2011-2020	40	27
Total	330	100
Export Status of the Concern	Frequency	Percent
One Star Export House	161	39
Two Star Export House	88	43
Three Star Exoprt House	50	17
Four Star Export House	31	1
Total	330	100
Category of Exportor	Frequency	Percent
Manufacture Exporter	106	32
Merchant Exporter	224	68
Total	330	100
Nature of Ownership	Frequency	Percent
Sole Trader	27	8
Partnership	194	59
Joint Stock Company	109	33
Total	330	100
Number of permanent employees	Frequency	Percent
Less than 50 employees	14	4
50 to 100 employees	111	34
100 to 150 employees	192	58
150 to 200 employees	9	3
More than employees	4	1
Total	330	100

Source: Complied from Primary Data

The table – 1 explicit that the Status of the unit wise distribution consists 45 percentof units are Medium units and 40percent of the units are small units remaining 15percentof the units falling under Large scale units. More than half 62 percentof the units are located in urban areas, it is followed by semi urban area is 28percentand 10 percentof the units are located in the rural area. In terms of year of establishment, 49 percentof units are established between 1991 – 2000, it followed by 2011 – 2020 is 27 percent, between 2001 -2010 is 15 percent and the rest of the 9 percent is established between 1981 – 1990. The major export status of the industry is 43percentof Two star export status house, 39percent is of One star export house, 17percentis of Three star export house and Four star export house is of 1 Per cent.

Table - 2: Details of the Respondents Demogarpic

Gender	Frequency	Percentage
Male	214	65
Female	116	35
Total	330	100
Age	Frequency	Percentage
21 – 25	14	4
26 – 30	35	11
31 – 35	23	7
36 – 40	75	23
41 – 45	117	36
Above 46	66	20
Total	330	100
Education	Frequency	Percentage
Illiterate	23	7
School Level	39	12
Technical Qualification	32	10
Under Graduate	148	49
Post Graduate	76	23
Professional Degree Holder	12	4
Total	330	100

Source: Complied from Primary Data

The table – 2 reveals that a majority of the respondents—65% of whom are men and 35% of whom are women—are men. The major age group of respondents are between 38 – 42 years 36 percent, it is followed by below 33 - 37 years 23percent, above 43 years20percent, 23 - 27 years 11percent, 28 – 32 years 7percent and 18 – 22 years 4percent. Out of 330 respondents, 23percent of the respondents are post graduates, it is

followed by under graduates 49percent, school level 12percent, Technical Qualification like Diploma 10percent, Illiterates are 7percent and remaining 4 percent of the respondents are professional degree holders.

Table 3: Relieve Measures to Ameliorate the Conditions in Knitwear Sector

Relieve Measures	Frequency	Percent
Amended Technology Upgradation Fund Scheme (A-TUFS)	48	14
RoSCTL scheme is merged (RoDTEP) scheme	25	1
Removed anti-dumping duty on PTA	43	13
Manufacturing of PPEs.	161	59
The Production Linked Investment scheme	53	13
Total	**330**	**100**

Source :Complied from Primary data

The table – 3 exposes the relieve measures received and benefited by theTirupur knitwear exporter, it came to know that a majority 59 per cent of the respondents benefited under Manufacturing of PPEs , followed by14 percent of the respondents benefited under Amended Technology Upgradation Fund Scheme (A-TUFS), 13 percent of the respondents benefited under Removed anti-dumping duty on PTA and The Production Linked Investment scheme and 1 percent of the respondents benefited under scheme of RoSCTL scheme is merged (RoDTEP) scheme.

Table – 4 Level of Satisfaction towards Steps Taken by Knitwear Export Association

Knitwear Export Association	Low	Medium	High	Percent
TEA	22	23	28	24
AEPC	21	18	13	15
SIHMA	25	13	11	14
ECGC	23	19	13	16
Productivity Council	12	11	12	11
Chamber of Commerce	13	12	10	10
Trade Development Authority of India	11	12	8	10
Total	127	108	95	100

The table – 4 reflects the majority of Tirupur knitwear exporters' satisfaction with the actions made by the knitwear export association. 24 percent of respondents are pleased with the steps taken by the TEA association, followed by 15 percent who are pleased with the AEPC, 16 percent who are pleased with the ECGC, 14 percent who are pleased with the steps taken by the SIHMA, 11 percent who are pleased with the steps taken by the Productivity Council, and 10 percent who are pleased with the steps taken by the Chamber of Commerce and Trade Development Authority of India.

Table – 5 Association between the Size of the concern and Overall Level of Satisfaction with Revival Measures Provided by the Government

Status of the unit	Overall Level of Satisfaction with Revival Measures			Statistical Inference
Overall level of satisfaction with revival measures	Low N=145	Medium N=98	High N=87	$X^2 = 18.802$ df = 4, $0.001 < 0.01$ Significant
Small	76	25	31	
Medium	53	54	41	
Large	16	19	15	

Symmetric Measures		Values	Approximate Significance
Nominal by Nominal	Phi	0.239	.001
	Cramer's V	0.169	.001
No. of Valid Cases		330	

H0= There is no significant Association between the size of the concern and Overall level of satisfaction with revival measures provided by the Government.
H1= There is a significant Association between the size of the concern and Overall level of satisfaction with revival measures provided by the Government.

The table obviouslyindications that there is a considerable association between the degree of concern and the overall level of satisfaction with the government's restoration initiatives. This indicates that the level of concern affects how satisfied people are with the government's revitalization efforts overall.

Statistical Inference
When the aforementioned hypothesis was tested using the Chi-Square test, the aforementionedstayed discovered that there is a substantialassociation between the size of the concern and the overall degree of satisfaction with the revival measures offered by the government (X2 = 18.802 P0.01).The p-value (0.239) indicates that size of the concern influences insighttogeneralequal of gratification with revival measures provided by the Government at the level of 24 percent. It is seen from table that the calculated value of the 'X²' test is more than the table value at the 1 per cent equal of implication. **Hence Null Hypothesis is rejected.**

Table --6: Association between the Export Status of the concern and Overall Level of Satisfaction towards Steps Taken by Knitwear Export Association for Strengthening theTirupur Industry Post Covid-19

Export Status of the concern	Overall Level of Satisfaction with Steps Taken by Knitwear Export Associations for Strengthening the Tirupur Industry Post Covid-19			Statistical Inference
Overall level of satisfaction with Steps taken by Knitwear Associations	Low	Medium	High	X^2 = 57.015 df = 6, 0.000<0.01 Significant
	N=127	N=108	N=95	
One Star Export House	22	1	8	
Two Star Export House	72	65	24	
Three Star Exoprt House	17	12	21	
Four Star Export House	16	30	42	

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	0.416	0.000
	Cramer's	0.294	0.000
No. of Valid Cases		330	

H0= There is no significant Association between the Export Status of the concernand Overall level of satisfaction with Steps taken by Knitwear Associations for Strengthening theTirupur IndustryPost Covid-19.

H1= There is a significant Association between the Export Status of the concernand Overall level of satisfaction with Steps taken by Knitwear Associationsfor Strengthening theTirupur Industry Post Covid-19.

It is obvious from table -6 that nearby is a significant association between the Export Status of the concernand Generally level of satisfaction with Steps taken by Knitwear Associationsfor Strengthening the Tirupur Industry Post Covid-19. It means that Export Status of the concerninfluences insighttogenerallyequal of gratification with Steps taken byknitwear Association for Strengthening the Tirupur Industry Post Covid-19.

Statistical Inference

When the aforementioned hypothesis was tested using the Chi-Square test, it was discovered that there is a significant correlation between the concern's export status and the general degree of satisfaction with the actions taken by knitwear associations to strengthen the Tirupur industry after COVID-19 ($X2 = 57.015$ P P0.01).The phi value (0.416) indicates that Export Status of the concern influences insighttogenerallynear of gratification with Steps takenby Knitwear Associationsfor Strengthening the TirupurIndustry Post Covid-19 at the level of 42percent. The table shows that, at the 1percent level of significance, the calculated value of the 'X2' test is greater than the table value. Thus, the null hypothesis is disproved.

Findings
- Majority of the respondents (45 percent) of units are Medium scale concern.
- More than half 62 percent of the concerns are located in urban areas.
- 49 percent of concerns are established between 1991 – 2000.
- The major export status of the concern 43 percent is Two Star Export House.
- Majority (68 percent) of the organisations are Merchant in exporters catogory.
- Majority (59 percent) of the industries are falls under partnership in nature of ownership.
- Majority (58 percent) of the industriesare functioning with 100 -150 employees.
- Majority (65 percent) of the defendantsstay male.
- The major stagecluster of respondents are between 41 – 45 years 36 percent.
- Majority (49percent) of the respondents are Under Graduates.

- The degree of overall satisfaction with the revival measures offered by the government is significantly correlated with the size of the concern. The table shows that, at the 1percent level of significance, the calculated value of the 'X2' test is greater than the table value. Thus, the null hypothesis is disproved.
- The amount of satisfaction with the actions made by knitwear associations to strengthen the Tirupur industry after COVID-19 is significantly correlated with the concern's export status. The table shows that, at the 1percentlevel of significance, the calculated value of the 'X2' test is greater than the table value. Thus, the null hypothesis is disproved.

Suggestions

- The government must support technology infusion and/or upgrade in a quick manner.
- The government should provide adequate steps towards making these industries global and improving the overall Tirupur industry by making it more conducive and transparent. Also, support the critical situation by ensuring the knitwear sector lifts off from the runway.
- The government should establish the necessary framework for improved skill development, digital tool adaptation, appropriate social media usage, etc.
- The Central and State Governments must create a conducive and favourable external environment for Tirupur knitwear industry in order to capitalise on the potential of small manufacturing industryies through raw material supply management, infrastructure facilities, and government industrial policies.

II. CONCLUSION

Tirupur knitwear industry have grown to be an important part of the Indian economic system, contributing significantly to the country's economic development. It not only creates jobs but also helps the country in foreign exchange earning. However, during the COVID-19 outbreak, Tirupur knitwear industries face numerous challenges, making survival extremely difficult. Maintaining productivity levels, gaining foreign order access, overcoming workplace constraints, and gaining access to more funds are all obstacles to Tirupur industries growth and survival. Corrective actions are taken by the government by announcement of five supportive schemes (pillars) to make the Tirupur industry with infrastructure, economy, technology-driven system, demand, and a vibrant demography. The government assists the industries by emphasising the use of the schemes, toknitwearexporters in growing their sector. To alleviate the economic harm brought on by COVID-19 and help Tirupur industry regain its feet, the government unveiled a sizable stimulus plan.

According to the findings, there is a positive relationship between government schemes and Tirupur exporters satisfaction. The majority of the exporters are aware and have implemented their plans. However, because Tirupur industry's foreing orders have dried up and there is uncertainty regarding foreing demand in the near future, the government's plan has not offered any kind of relief when they are short of cash and liquidity for payment of salary or wages to their employees and workers.

The government has not impressed the Tirupur industry because they did not anticipate any borrowings in this situation, not even at a reasonable rate. Although it is anticipated that the plan will benefit the economy and aid in its restoration, much now rests on how quickly the plan is put into action.

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