

# Assessing the Association Between the Business Factors and Challenge Factors of Homotech Units

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## Abstract:

The Technical textile industry has its applications and usage which are completely different from its nature and adoption. The technical textile industry is called interchangeably as industrial textiles, performance textiles and Hitech textiles. The technical textiles are grouped into various forms which suits its application. The technical textiles are grouped into 12 sectors. In the Homotech segment, the product range includes fiber fill, jute carpet packing, stuffed toys, mosquito nets, aprons, mattress and pillow components, furniture fabrics and blinds. The technical textile has varied purpose which satisfies the functional applications of any industrial product, which can maintain health and safety, cost effectiveness, durability, high strength, light weight, versatility, customization, user friendliness, eco friendliness, logistical convenience and so on. Homotech textiles have been gradually gaining its importance in India but its contribution in the global technical textile is comparatively trivial.

**Keywords** – Homotech, Technical textile, Applications.

## I. INTRODUCTION

India always enhances its ultimate strength by learning from its weakness, and gets ready for shining. The innovation and learning never stops when it comes to manufacturing. The technical textile industry is one of the budding sectors among textile industry. As technical textile occupies more than half in the textile industry, it plays a vital role for clothing applications. The technical textiles are grouped into various forms which suits its application. The technical textiles are grouped into 12 sector application viz., Agrotech ( which are used in agriculture, horticulture and forestry), Buildtech ( building and construction), clothtech ( component of shoes and clothing), Geotech ( textiles which are used in geo textiles and civil engineering), Homotech (which are used in furniture, household articles and floor coverings), Indutech (which are used for filtration, cleaning and other industrial usage), Meditech (which are used in hygiene and medical), Mobiltech (textiles which are used in automobiles, shipping, railways and aerospace), Oekotech ( textiles which are used in protecting the environment), Packtech (products which are used for packaging), Protech (applications in bringing personal and property protection), Sportech (textile which are used for producing sports and leisure products). All these are produced with the natural

fibre, manmade and inorganic fibre up spun fibre yarn type products, and fabrics.

## II. NEED FOR THE STUDY

The technical textiles have grown steadily over the years from 2007-08 to 2017-18, it has achieved 92,499 crores in the year 2017-18. Over the years, Gujarat, Maharashtra and Tamilnadu are the key clusters for production of technical textiles. In Tamilnadu, Chennai, Coimbatore, Tirupur and Erode region have been identified as the cluster of Homotech. Thus many units which are involved in producing technical textiles which encounter so many challenges. Thus the study has been intended to find the association between the business profile of the units and the challenges faced by the homotech units.

## III. SAMPLE AREA, SIZE AND DESIGN & RESULTS

For conducting the survey to assess the challenges faced by the Homotech units, 98 units have been selected and random sampling procedure has been adopted to derive the opinions. The area of the study is confined to Coimbatore, Tirupur and Erode region.

Ho: There has been no significant difference in the business profile relating to the challenges of Homotech textiles

**Table No. : 1 Business profile Vs. factors relating to challenges of Homotech textiles**

Business profile		SWOC – Weakness of Homotech			F	Sig.
		Mean	SD	No.		
Age of the concern	Less than 5 years	32.64	4.34	33	4.127	**
	6 - 10 Years	32.79	4.33	90		
	11 - 20 years	32.84	4.37	97		
	Above 20 years	31.74	4.06	42		
	TOTAL	32.62	4.30	262		
Nature of the concern	Sole proprietor	33.03	4.65	103	3.816	**
	Firm	32.48	4.25	96		
	Partnership	32.16	3.75	63		
	TOTAL	32.62	4.30	262		
Capital invested(in Rs.)	Less than 1 lakh	32.67	4.90	9	3.866	**
	1 - 5 lakhs	32.89	4.14	120		
	6 - 10 lakhs	32.48	4.36	106		
	More than 10 lakhs	31.93	4.64	27		
	TOTAL	32.62	4.30	262		
Nature of investments	Loan from financial institutions	32.85	4.19	127	4.287	**
	Borrowed from friends& Relatives	32.51	4.38	81		
	Own Investments	32.24	4.47	54		
	TOTAL	32.62	4.30	262		
Nature of building	Own	33.08	4.75	36	5.012	**
	Lease	32.57	4.14	127		
	Rental	32.52	4.36	99		
	TOTAL	32.62	4.30	262		
Number of employees	Less than 50	33.19	4.12	54	4.121	**
	50 - 100	32.17	4.58	81		
	101 - 150	33.07	3.97	72		
	More than 150	32.13	4.44	55		
	TOTAL	32.62	4.30	262		
Nature of exports	Merchant exports	32.60	4.19	68	3.812	**
	Manufacturing exports	32.58	4.39	132		
	Third party	32.73	4.29	62		
	TOTAL	32.62	4.30	262		
Company turnover(in Rs.)	Less than 1 crore	32.97	4.28	77	4.118	**
	1 crore - 2 crores	31.51	4.02	97		
	2 crores - 3 crores	33.45	4.54	74		
	More than 3 crores	34.00	3.51	14		
	Total	32.62	4.30	262		
Type of export	Export directly	32.80	4.12	110	3.330	**
	Export through International Traders	32.66	4.71	101		
	Export through International buyers	32.14	3.82	51		
	TOTAL	32.62	4.30	262		
Export through international traders	Job order	32.71	4.35	146	4.001	**
	Continuous	32.17	4.42	64		
	Batch	32.77	4.01	30		
	Repetitive assemble	33.14	4.14	22		
	TOTAL	32.62	4.30	262		

The varying standard deviation with the high F- value of 4.127 has resulted in rejecting null hypothesis, and confirming that age of the concern as an independent variable has influenced the challenges of Homotech textile as a dependent factor.

• ANOVA result (F value 3.816) has revealed that there has been significant difference between the nature of concern and their ‘Challenges’ thus rejecting the hypothesis. As there has been a significant difference at 1% level, it has

been inferred that the nature of concern, as an independent variable has influenced ‘Challenges’ of homotech textile, as a dependent variables.

• The varying standard deviation with the high F-value of 3.866 has resulted in rejecting null hypothesis and confirming that capital invested as an independent variable has influenced the challenges of Homotech textile as a dependent variable.

- Due to difference in mean values and higher CF value of 4.287, the null hypothesis has been rejected and the challenges of hometech textile has differed significantly between the respondents of different nature of investment, at 1% level. Thus, the nature of investment as an independent variable has influenced 'challenges' of hometech textile, as a dependent factor.
- The varying standard deviation with the high F-value of 5.012 has results in rejecting null hypothesis. The respondents who are using rented building has an influence on the challenge of hometech textiles.
- The varying standard deviation with the F-value 4.121 has results in rejecting null hypothesis. Thus, the number of employees as an independent variable has influenced 'Challenges' of hometech textile, as a dependent factor.
- The varying standard deviation with the F-value of 3.812 has results in rejecting null hypothesis. Thus, the nature of exports as an independent variable has influenced 'challenges' of hometech textile, as a dependent factor.
- The varying standard deviation with the F-value of 4.118 has results in rejecting null hypothesis, thus, the company turnover as an independent variables has influenced 'challenge' of hometech textile, as a dependent factor.
- The varying standard deviation with the F-value of 3.330 has results in rejecting null hypothesis. Thus, the type of export as an independent variable has influenced 'Challenges' of hometech textiles, as a dependent factor.
- The varying standard deviation with the F-value of 4.001 has results in rejecting null hypothesis. Thus, type of business practices as an independent variable has influenced 'challenges' of Hometech textile, as a dependent factor.

#### IV. CONCLUSION

The growth of Hometech textile is at a faster phase in the countries of Europe, China, Japan and United states of America stands the first in importing major products. The concept of this innovation textile group is upcoming in India. The areas of Tirupur, Coimbatore and Erode region has shown keen interest in producing the products. The government has to set up special economic zones and clusters for improving the manufacturing units in these areas. Tax exemptions must be provided for a period of five years, so that the sector would fetch enough foreign exchange reserves for our country India.

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