

An investigation of productivity efficiency of apparel export manufacturing units of Jaipur

■ RADHA KASHYAP AND RASHMI JAIN

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■ **ABSTRACT :** Apparel industry plays a significant role in the industrial growth. The apparel manufacturing activities have been shifted from developed to developing countries. The developing countries, like India and many other Asian countries earn valuable foreign exchange by exporting apparel. In order to sustain in global market, it is essential to eliminate exploitation of labour, remove the existing labour inequalities and have a fashion forward approach towards the manufacturing process. There is a need to improve the performance on quality, productivity and technology. The apparel industries in Rajasthan are mainly concentrated in Jaipur. There are approximately 350 apparel manufacturing units in Jaipur. The present study aims to explore the current production system of apparel manufacturing units and examine the productivity efficiency of apparel manufacturing units. The data were collected from managers/supervisors/industry owners of 150 apparel export industries through interview schedule. In order to find the productivity, the output was converted into standard equivalent product for physical measurement (labour productivity). The performance was evaluated in terms of product and time. The units were evaluated on the basis of productivity and results revealed that some of the units were unaware of many issues on the productivity especially in production process. At the time when the apparel manufacturing in India is making efforts to become globally competitive, this study would prove a useful reference for productivity enhancements and attaining higher efficiencies.

■ **KEY WORDS :** Apparel manufacturing units, Productivity, Efficiency, Labour productivity

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See end of the paper for authors' affiliations

Correspondence to :

RASHMI JAIN,
Department of Home
Science, The IIS University,
JAIPUR (RAJASTHAN) INDIA
Email: rashmijain1986@
yahoo.in

Textiles and apparel industry plays a pivotal role in the Indian economy. It constitutes 14 per cent of total industrial production of the country and is the second largest employer after agriculture in India (Olsen and Thomas, 2008). The first two quarters of financial year 2009-10 were unfavourable for garment exporters (Nair, 2010). Today, apparel exports from India have made inroads into the international market for their durability, quality and beauty. One of the reasons for the economical pricing of India's readymade garments and apparel is the availability of highly skilled, cheap labour in the country. Its productivity is pre-dominantly driven by workers sewing skills. At present clothing manufactures require low inventory and quick response system that can turn out a wide variety of products to meet the customer demand.

The production rate of manufacturing organization is linked with many factors; critical among them is higher productivity with minimum defects in their process and products, which is not possible without higher rate of quality. The ability to improve productivity and quality has little to do with resources, programmes, and techniques, but depends more on attitudes, corporate philosophy, and operating systems.

Productivity is the quantitative relationship between what we produce and the resources used. In simple words productivity is concerned with the efficient utilization of resources (input) in producing goods (output). Productivity is expressed in terms of efficiency (Bheda, 2004).

Productivity is measured by achieving towards established goals based on relationship between input and