



A STUDY ON IMPORT AND EXPORT OF LEATHERS IN BHARATH ASSOCIATED TANNING COMPANY

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ABSTRACT :

The leather industry is a prominent participant in the global economy, encompassing a range of sectors from the acquisition of raw materials to the distribution of final items. This abstract explores the import and export dynamics of this business, clarifying the major variables affecting trade patterns, market trends, and economic consequences.

In the leather sector, import and export trends are closely related to economic policies, consumer preferences, supply chain dynamics, and technological improvements. Trade globalization has created complex networks of distribution and sourcing, with nations specializing in various phases of leather production according to comparative advantages.

KEYWORDS: Import and Export of leathers

INTRODUCTION:

The wonderful nation is knitted together with the ageless skill of leather production. Saddles India hopes to carry on the history and pass on the passion and craft that have been passed down through the generations for many more years, since the first leather object was created in our nation about 5,000 years ago. Because tanning is done using traditional methods in rural regions, this substance is easy to utilize. The most well-liked leather goods made in India are purses and shoes. The footwear is available in a variety of traditional textile, brocade, and embroidered motifs. There is utilization of vivid colors and original patterns. The classic Maharashtrian Kolhapur chappals are incredibly soft and cozy to wear.

OBJECTIVES:

1. To study the performance of leather industry in India and Tamil Nadu.
2. To know the various leather production processing techniques of leather industry.
3. To examine the export and import potentials of leather and leather products in India and Tamil Nadu.
4. To analyze the export and import of segment wise leather products in Tamil Nadu.
5. To evaluate and compare the export and import performance of minor and major clusters of Tamil Nadu.

SCOPE OF THE STUDY:

The geographical scope for the study was very wide to cover the minor and major clusters of Tamil Nadu. The topical scope has covered export and import potentials of leather industry in the study area. The analytical scope has covered the fulfilment of the study objectives; and the functional scope has been confined to offering a set of meaningful suggestions for increasing export and import of leather and leather products.

NEED FOR THE STUDY:

- This study is to understand the system of import and export of leather products.
- This helps manufacturers to provide those types of products that are wanting by the customers.
- To understand the scope of leather products and to increase the flow of products
- To identify the areas of problems that are present in the production and manufacturing of leather.

REVIEW OF LITERATURE:

- Saiful islam and Parag jafar siddique1 (2018), In their analysis, they examined Bangladesh's leather industry's performance and compared it to those of China, India, and Pakistan. They examined the leather industry's exports between 2004 and 2013. According to this report, Bangladesh has a significant opportunity to spend more and grow its leather industry due to its exports of raw hides and skins.
- Agha Saiddain (2019), With US\$1.048 billion in export revenue, the leather industry in Pakistan is Pakistan's second most dynamic sector, behind textiles, according to the author of "Leather Industry of Pakistan." The leather industry makes up 4.42% of export revenue and contributes 2.67% of the nation's manufacturing GDP.
- Paulina makhothu- ogolla and Kenneth wanjau (2019), attempted to investigate "Factors affecting Value-Addition in the leather industry in Kenya" in their study. They emphasised that technology was one of the key factors in Kenya's leather industry's success and that its influence on the end product's quality of leather and leather goods did not require more emphasis. For instance, information technology would make it possible to create cutting-edge, stylish designs and purchase new, high-producing, low- cost machinery.
- Talwar.S (2020), provided an overview of the Indian leather industry in his paper. He talked on the Indian leather industry and its employment prospects, as well as the sector's development, strengths, and vulnerabilities. He concluded by outlining a few suggestions for the growth of the leather sector.
- Mwinyikione, Mwinyihija (2022), numerous key concerns that are significant to the leather industry were brought up in their article, "Emerging World Leather Trends and Continental Shift on Leather and Leather Goods Production." It had reclaimed its esteemed status and given the industry's expectations for the future legitimacy.
- Rangith Hetticarachh (2022), In his piece titled "Srilanka Footwear Industry Growth and Future Prospects," he looked at how important the footwear sector is to Sri Lanka and how it may advance the nation, particularly in terms of exports. In 2012, footwear exports from Sri Lanka brought in around US\$ 26 million. Given its impressive success in the leather tanning and footwear component industries, India has the potential to become a significant supplier of leather machinery tools to the Sri Lankan market.

RESEARCH DESIGN:

The entire process involved in research methodology is called research design. Research design is a plan of study made by a researcher before undertaking his/her research work. In this study the researcher has adopted descriptive research design to investigate and study the given problem.

SOURCES OF DATA:

- Primary Data - The present study is based on the primary data which was collected using the questionnaire method using google forms
- Secondary Data - Secondary data has been collected mainly from company, internet, publications, records and websites.

HYPOTHESIS:

Hypothesis-1- Chi - Square

H0- There is no significant association between the age of the respondents and the salary of the respondents.

H1- There is a significant association between the age of the respondents and the salary of the respondents.

HYPOTHESIS 2

H0- There is no significant association between the Gender of the respondents and the leather import/export market change in the next five years of the respondents.

H1- There is a significant association between the Gender of the respondents and the leather import/export market change in the next five years of the respondents.

PERCENTAGE ANALYSIS:

Age	No. of. respondents	percentage
20-25	19	19.4
26-30	31	31.6
31-40	31	31.6
Above 41	17	17.3

Total	98	100
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Interpretation

From the above table it is interpreted that 19.4% of respondents are in the age category of 20-25, 31.6% respondents are in 26-30 years, 31.6 % respondents are in the age category of 31-40 and 19.4% of the respondents are above Above 41.

Inference

31.6 % respondents are in 31-40 years.

INFERENCE:

- Majority 93.6 % of the respondents are in the category of male.
- Majority 31.6 % of the respondents are in the age category of 31-40 years.
- Majority 72.4 % of the respondents are married
- Majority 43.9% of the respondents get 25000-35000
- Majority 36.7% of the respondent's have 3-5 years of experience
- Majority 35.7% of the respondents say tanneries
- Majority 42.9% of respondents say ethical sourcing
- Majority 29.6% of respondents say Consumer Trends

CHI – SQUARE

Value		df	Asymptotic Significance (2- sided)
Pearson Chi-Square	25.528 ^a	9	.002
Likelihood Ratio	23.108	9	.006
Linear-by-Linear Association	8.460	1	.004
N of Valid Cases	98		

Interpretation

Since p value is 0.02 is less than 0.05. We accept alternative hypothesis and reject null hypothesis so there is a significant difference between age and Salary of the respondents.

ANOVA

Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.96	.896	.783	.479
Within Groups	104.494	1.145		
Total	107.500			

Interpretation

Since p value is 0.479 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant difference between salary and experience of the respondents.

FINDINGS

- Majority 93.6 % of the respondents are in the category of male.
- Majority 31.6 % of the respondents are in the age category of 31-40 years.
- Majority 72.4 % of the respondents are married
- Majority 43.9% of the respondents get 25000-35000
- Majority 36.7% of the respondent's have 3-5 years of experience
- Majority 35.7% of the respondents say tanneries

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- Majority 42.9% of respondents say ethical sourcing
 - Majority 29.6% of respondents say Consumer Trends
 - Majority 27.6% of respondents say Tariffs
 - Majority 29.6% of the respondents say Financial and Market Dynamics
 - Majority 30.6% of respondents say Changes in Consumer Preferences
 - Majority 31.6% of respondents say Customs Duties and Tariffs
 - Majority 30.6 % of the respondents say Self-Healing Leather
 - Majority 32.7 % of the respondents say Innovation and Performance
 - Majority 30.6 % respondents are Obtain Necessary Licenses and Permits
 - Majority 30.6% get Shift Towards Sustainable Practices
 - Majority 29.6% respondents say Genuine Leather

SUGGESTIONS:

- Streamlining customs procedures and embracing automation technologies can expedite import and export processes, reducing paperwork and costs while improving efficiency.
- Investing in infrastructure development, such as modernizing ports and transportation networks, enhances the movement of goods, lowers logistics expenses, and bolsters a nation's competitiveness in global trade.

CONCLUSION:

In summary, a thorough analysis of the import and export of leather reveals a complex environment influenced by international economic dynamics, legal frameworks, technological developments, and changing customer tastes. Comprehending the complexities of the leather trade highlights the significance of promoting sustainable practices, welcoming innovation, and utilizing strategic alliances to effectively manage obstacles and seize chances in the worldwide marketplace