CHAPTER 3

MATERIALS AND METHODS
CHAPTER -3

METHODOLOGY

The present study on Readymade garment Industry in Ahmedabad of Gujarat, was undertaken to study the present structure, production method marketing pattern and the problems faced by the industry. The available literature on the subject was studied and following systematic procedure was followed for the achievement of the formulated objectives.

Selection of samples:

A list of all the units and their addresses that produce readymade garments in Gujarat was obtained from Index Tb. Since Ahmedabad had the most number of units and has also different type of units like exporting units, childrens wear unit, etc. It was selected. From the Gujarat Garment Manufacturer's Association (GGMA) information about shirt manufacturing units was obtained. In Ahmedabad 14 units produced shirts of which 10 were selected on the basis that they had a present investment of 2 or more lakhs excluding the building cost and a minimum of 12 machines.

Construction of interview schedule:

The schedule prepared for data collection was divided into 3 parts.

Part one of the schedule contained the units background information such as brand name, year of establishment, owners name, nature of organisation, investment incurred, area, type of
garments manufactured, number of employees and the number of shirts produced.

The second part of the schedule consisted of size and style of shirts, selection of pattern to marketing, covering equipment information, manufacturing process, expenditure, marketing, where and how and industrial problems.

The third part of the schedule contained other information like the use of computers, influence of fashion on production, raw material information scope for future expansion and advice to new entrepreneurs.

Pre-testing:
Any two units were selected for the purpose of pilot study. On the basis of pre-testing result, some modification were done in the schedules and a final schedule was formed.

Collection of data:
The data was collected by personally administering the schedule to the owners of the units. To ensure the reliability of the data, the objectives of the study were explained to the respondents. They were ensured that the information provided by them would be kept confidential and would be used exclusively for the purpose of this study only.

Analysis of data:
The method of data analysis was planned in terms of
a) Coding of raw data,
b) Tabulation

c) Case study.

The tabulated data was analysed with frequency distribution and percentages and one variable was kept constant and compared with other variables for which graphs were drawn.