

# A STUDY ON PUMP EXPORTERS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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**Abstract :** Import is any good or service brought in from one country to another country in a legitimate fashion, typically for use in trade. It is a good that is brought in from another country for sale. Imported goods or services are provided to domestic consumers by foreign producers. An import in the receiving country is an export to the sending country.

Pump is the second most common dynamic machine after the electric motors. The basic function of a pump is to transport liquids, fluids or semi solids from one place to other. Pump is a highly heterogeneous product having innumerable sizes, design and variety. The materials used for the manufacturing of pumps are cast iron, cast steel, stainless steel, aluminum etc.

**IndexTerms- Pump Export, Problems, EXIM Policy.**

## I. INTRODUCTION

The Indian pump industry serves all sectors of the country's economy, besides the household sector. The pump manufactured in India comes from the 3 industrial sectors –small, medium and large scale industries and from organized and unorganized segments. Globalization has had a notable impact on pump industry in Coimbatore.

Pumps play a dominant role in the sectors like agriculture, production of oil and natural gas, petroleum refining, petrochemicals, power generation, domestic and household utilities, etc, and contribute a major part in nation's economy.

Pumps find applications in number of industries, which can be grouped under three categories viz, agricultural, domestic and industrial sector. In the domestic and agricultural sector, pumps are used for water supply and irrigation. In industrial sector they are used for transporting fluid or slurry in almost all industries including power stations, petrochemicals, chemicals and pharmaceuticals, fertilizers, mining, textiles, oil explorations, soap and detergents making, effluent discharge, sewages, food processing, paper manufacturing etc.

## II DESIGN OF THE STUDY

### 2.1 OBJECTIVES

- ❖ To know the awareness regarding the export procedures and preference towards the shipment of goods overseas.
- ❖ To know the satisfaction level of distribution of pumps export.
- ❖ To know the problems faced by pump exporters

### 2.2 NEED FOR THE STUDY

Indian pump manufacturers are facing intense competition from the gray market and their foreign counterparts. In this highly competitive scenario, the Indian pump manufacturers have realized the fact that customer-centric attitude is a prerogative to stay ahead. In the recent years, the Indian pump industry has been forced to be proactive with foreign players who come up with the superior variant of pumps to the market. The Indian pump industry is in fact looking up for overseas opportunities and quite a few have also needs a good impact in the international scenario. Some of the Indian pump manufacturers have managed to come inches in the Middle East and African countries where standards and conditions are a kin to what is prevailing in India.

### 2.3 SCOPE OF THE STUDY

The study will highlight the export problems of the pump exporters. The study will help this sector through the measures and suggestions provided by the researcher and thus helps to overcome the export problems in our country.

### 2.4 RESEARCH METHODOLOGY

Descriptive and analytical research has been selected, which describes current state of affairs in the company. A structured questionnaire has been framed to collect data from the respondents. It includes survey and fact findings of different kinds.

### Tools Used For Analysis

1. Simple percentage analysis

## III ANALYSIS AND INTERPRETATION

TABLE- 3.1

### LEVEL OF AWARENESS ABOUT EXIM POLICIES AND MEASURES

Source: Primary Data

S.NO	LEVEL OF AWARENESS	NO OF RESPONDENTS	PERCENTAGE
1.	Aware	52	86.67
2.	Unaware	08	13.33
	<b>TOTAL</b>	<b>60</b>	<b>100</b>

above shows the

awareness about the exim policies and measures. It shows that 86.67 percent of the respondents are aware about the EXIM policies and measures and 13.33 percent of the respondents are unaware.

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**TABLE- 3.2**  
**LEVEL OF SATISFACTION ON DISTRIBUTION OF PUMPS IN INTERNATIONAL MARKET**

S.NO	SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENTAGE
1.	Highly satisfied	13	21.67
2.	Satisfied	47	78.33
3.	Neither satisfied nor dissatisfied	0	0
4.	Dissatisfied	0	0
5.	Highly dissatisfied	0	0
	<b>TOTAL</b>	<b>60</b>	<b>100</b>

Source : Primary Data

The table reveals the level of satisfaction on distribution of pumps in international market. It shows that 78.33 percent of the respondents are satisfied with the distribution of pumps, 21.67 percent highly satisfied and no percent neither satisfied nor dissatisfied, dissatisfied and highly dissatisfied.

**TABLE- 3.3**  
**MODE OF PAYMENT OF THE RESPONDENTS IN EXPORT - IMPORT**

Source: Primary Data

S.NO	MODE OF PAYMENT	NO OF RESPONDENTS	PERCENTAGE
1.	Collection of bills	04	6.67
2.	Clean payment	46	76.67
3.	Letter of credit	10	16.66
4.	Others	0	0
	<b>TOTAL</b>	<b>60</b>	<b>100</b>

table that mode of payment From the table

The shows of in Exim. above 76.67

percent of the respondents opt for clean payment, 16.67 percent letter of credit, 6.67 percent collection of bills.

**TABLE – 3.4**  
**PROBLEMS FACED BY RESPONDENTS DURING PRODUCTION**

S.NO	PROBLEMS	NO OF RESPONDENTS	PERCENTAGE
1.	Labour insufficiency	04	6.67
2.	Raw material shortage	12	20
3.	Shortage of power supply	43	71.66
4.	Strike	0	0
5.	Machinery fault	01	1.66
	<b>TOTAL</b>	<b>60</b>	<b>100</b>

Source : Primary Data

The table shows the problems faced during production of pumps. It reveals that 71.66 percent of the respondents face shortage of power supply problem during production, 20 percent raw material shortage, 6.67 percent labour insufficiency, 1.66 percent machinery fault and no percent strike.

**TABLE – 3.5**  
**TYPES OF RISK FACED BY RESPONDENTS IN EXPORT TRADE**

S.NO	TYPES OF RISK	NO OF RESPONDENTS	PERCENTAGE
1.	Commercial risk	27	45
2.	Political risk	02	3.33
3.	Exchange rate fluctuation risk	12	20
4.	Credit risk	19	31.67
5.	Legal risk	0	0
	<b>TOTAL</b>	<b>60</b>	<b>100</b>

Source : Primary Data

The above table shows the types of risk faced by the respondents. It shows that 45 percent of the respondents meet commercial risk, 31.67 percent credit risk, 20 percent exchange rate fluctuation risk, 3.33 percent political risk and no percent of legal risk.

**TABLE – 3.6**  
**PROBLEMS FACED BY RESPONDENTS DURING EXPORT OF PUMPS**

S.NO	PROBLEMS	NO OF RESPONDENTS	PERCENTAGE
1.	Export restrictions	02	3.33
2.	Inspection and control during clearance	18	30
3.	customs procedure and documentary requirements	24	40
4.	Transparency and access to trade regulations	10	16.67
5.	Others	06	10
	<b>TOTAL</b>	<b>60</b>	<b>100</b>

Source : Primary Data

The table inferred the problems related to export. It shows that 40 percent of the respondents face customs procedure and documentary requirements, 30 percent inspection and control during clearance, 16.67 percent transparency and access to trade regulations, 10 percent others and 3.33 percent export restrictions.

#### IV CONCLUSION

- \* The Pump manufacturers and exporters of Coimbatore can engage in mass production and can improve their export trade.
- \* Commercial risks are an inseparable aspect of any business and cannot be separated from business. Hence the pump exporters have to concentrate on R&D effort to improve the quality of their product and to reduce cost of production. As a result they would be able to give tough competition to other exporters in international market.

#### REFERENCE

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