

LEVEL OF SATISFACTION AMONG THE BUSINESS UNITS ON THE VARIOUS FACILITIES AVAILABLE IN THE SIPCOT

¹Mr.Suresh.C, ²Dr.Nirmala

¹Ph.D Research Scholar, ²Director, Associate Professor

¹Department of Commerce,

¹RVS College of Arts and Science, Coimbatore

Abstract : The SIPCOT is an industrial park which has been established to promote the units to do untiring business. The SIPCOT in perundurai is also popularly known as established called Industrial estate. Currently there exist too many units which has set up their business units in this industrial park and contributing to the growth of Tamilnadu economy. The study has been made to analyse the level of satisfaction among the business units on the various facilities available in the SIPCOT.

IndexTerms - SIPCOT, Perundurai, Business, Industrial estate, Satisfaction

I. INTRODUCTION

The SIPCOT is an industrial park which has been established to promote the units to do untiring business. The SIPCOT in perundurai is also popularly known as established called Industrial estate. Currently there exist too many units which has set up their business units in this industrial park and contributing to the growth of Tamilnadu economy. Major units which have set the units are under the major category of textiles, Leather, Engineering, chemicals and Value added processing. All these units differ on their infrastructure needs and other facilities and amenities. The present study is made to analyse the level of satisfaction among the business units on the various facilities available in the SIPCOT.

II. OBJECTIVE OF THE STUDY

To analyse the level of satisfaction among the business units on the various facilities available in the SIPCOT.

III. Sample size and Design

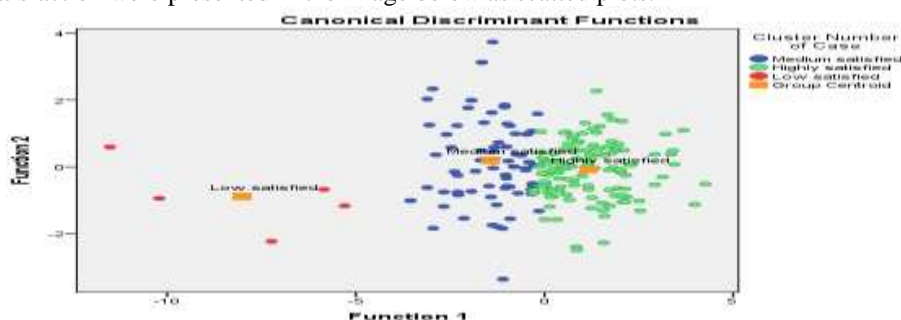
For the purpose of study the researcher has made census sampling because all the units in the SIPCOT perundurai in Tamilnadu district has been taken. The total number of units which are present in the SIPCOT perundurai accounts to 223.

IV. Statistical tools used

Frequency analysis, Factor analysis and Cluster analysis.

The major units in SIPCOT perundurai accounts to Textiles with a percentage share of 42.6, chemical industry accounts to 22.4 percent, engineering accounts to 19.7 percent, leather industry accounts to 12.6 percent and the value added processing units accounts to 2.7 percent. For establishing the units a 37.2 percent of them have sourced the capital through bank, 26.9 percent of them had their own capital, an 18.8 percent of them acquired the capital through SIPCOT and remaining 17 percent of them acquire capital through THIC.

By deploying factor analysis the opinion of the owners were classified fewer than five headings viz., amenities, communications, competence, ease of access, and sufficient capacity. The total units were classified under three heads viz., the units which have attained medium satisfaction, units which have attained high satisfaction and the units which have attained low satisfaction. The units of the satisfaction range, falls under 36.7 percent, 60.99 percent, and 2.24 percent respectively. The results of the canonical discrimination of the satisfaction were presented in the image below as scatted plots.



Further chi square was employed to find the significant difference between the business profile and the amenities, communications, competence, ease of access, and sufficient capacity. From the analysis it is proved that there exist significance over the location of the unit, capital invested, source of capital, and form of organisation and exist non significance over nature of business and scope of business.

V. Conclusion

As mentioned in the introduction there are different types of units which are set up in the SIPCOT industrial estate. Each major industry does differ in their business operation, and the expectations over the infrastructure also differ drastically. The results revealed that location of the unit, capital invested, source of capital, and form of organisation has significance with the satisfaction level and exist non significance over nature of business and scope of business.

REFERENCES:

- “Ability to procure goods from outside is one of the principal benefits of creating export” Agarwal (2004) and Ministry of India.
- “Special Economic Zones in India – An Introduction” ASIEN, 106, January 2008 JonaAravindDohrmann,
- lift (1990). Exports processing zones in india: a case study of Kandla free trade zone. Indian institute of foreign trade occasional paper. New delhi.
- Kambhampati Uma s (2003). Trade reforms and efficiency of firms in India. Oxford development studies, 31(2): 219-33.
- Location strategy for competitiveness of Special Economic Zones in India – A Generic Framework, by TarunDhingra, Dr. AmbalikaSinha, and Dr. Tripti Singh.
- Tantri, Malini l (2010): “effectiveness of SEZs over EPZs structure: the performance at aggregate level”, ISEC working paper 248, Institute for Social and Economic Change ISEC), Bangalore .
- Ttrivedi Pushpa (2004): “an Inter State perspective on manufacturing productivity in India: 1980-81 to 2000-01”, Indian economic review, 39(1): 203-237

