

AN ECONOMIC STUDY OF PRINTING INDUSTRY ENTREPRENEURS IN SIVAKASI

Dr. K. Subramanian
Assistant Professor
Department of Economics
Saraswathi Narayanan College, Madurai, Tamilnadu, India.

Abstract : The researcher made an economic study of printing industry in Sivakasi town area, with the objectives of examining the effect of adoption of digital technology on printing industry and analyzing the problems faced by entrepreneurs in introducing this technology in the study area. A random sample of 35 printing units has been chosen based on purposive sampling technique. The primary data were collected using a structural interview schedule in the month of January 2017. Percentile analysis has been done to study the socio-economic characteristics of the sample units. The weighted ranking method was adopted to analyse the problems in adopting digital technology in printing industry in the study area.

Keywords: Printing Industry Entrepreneurs, Digital Technology, Professional Skill

Introduction

Printing is a graphic medium for communicating a message or information in words and pictures. Despite the development of advanced electronic audio-visual media, printing is even today the most stable medium of communication. It is one of the earliest devices of mass communication. It is a source of thoughts and understanding. Printing is the most responsible social, industrial and intellectual mechanism. Thus it should be disciplined and rational.

The printed words are the sources conveying knowledge and information creating free thinking. Thus printing is described as the “Mother art of Civilization”.

Before the dawn of civilization, people communicated vocally. Different types of sounds were used by them for communication and they were able to make their thoughts understood by their sounds.

When our ancestors lived in caves, they left messages by carving on the walls of the caves. They had learnt to draw and sketch pictures on rocks and walls of caves. These drawings and sketches were useful in successful hunting of wild animals. They learned to carve on stone in hieroglyphics. Later on, human beings learned to write the messages in symbols which were the forerunners of today’s alphabets. Gradually picture writing developed from this kind of drawing so that messages could be sent from one to another. Then paper was used by the Chinese in AD 105. But it was kept a secret and developed as a cottage industry. There was industrial revolution when westerners copied it and understood the chemistry of bleaching.

At the end of the 14th century, printing from carved wooden blocks was practiced in Europe. The image to be reproduced was first outlined on the flat surface of the wooden block, and then those areas which were not to be printed were chiseled away. The surface of the block could then be covered with ink, and the inked image pressed on to a sheet of paper or other material.

“PIERRE DELAMARE” was the first printing press started by Gutenberg in the year 1436. His press was of wooden type. The most important aspect of this German invention was that it was the first printing press to use movable type.

Jesuits, an European missionary in Goa, first set up a printing press in India with Latin types brought from Europe.

During the 16th century, the art of printing grew tremendously and thereafter it was commercialized. The technological evolution of electronics, computers and lasers has transformed the Scenario of the Printing Press into a wonderland of technologists.

Statement of the problem

In the era of digital printing it is difficult for the entrepreneurs to blow the conventional printing process. But at the sometime they have to adopt the new technology to face challenge thrown at them in the era of globalization. In this context following basic questions arise.

Are digital presses posing a threat to conventional printing processes? Does the new technology need any formal education and training of its employees and any infrastructure for its adoption? What will be the quantum of investment and the return on the investment? What governmental support do these entrepreneurs require to follow the digital process in order to meet the competition? The researcher made an economic study of printing industry in Sivakasi town area.

Objectives of the Study

The study has been undertaken with the following objectives:

1. To study the economic characteristics of printing press in Sivakasi town area.
2. To examine the effect of adoption of digital technology on printing industry in the study area.
3. To examine the problems faced by entrepreneurs in introducing digital technology in printing industry.

Research Methodology and Data base

This chapter provides the details of materials and methods used in the study.

Data base and period of study

The study uses both the primary and the secondary data. The primary data were collected through interview method 35 entrepreneurs engaged in printing business in Sivakasi taluk. Data were collected in the month of January 2017. A pre-tested interview schedule has been used for collecting data from the respondents. The primary data on socio-economic background of the entrepreneur, sales value, year of establishment, profit and other financial details of the units were collected.

Sample Design

As many as 450 offset printing presses and 300 letter presses are functioning in Sivakasi town area. The researcher has chosen 35 sample entrepreneurs engaged in conventional and digital printing units. These respondents were chosen based on purposive sampling technique.

Frame Work of Analysis

Percentile analysis has been done to study the socio-economic characteristics of printing units in Sivakasi Town area. The various constraints faced by the entrepreneurs of printing industry were identified and scrutinized after consulting of the available literature and discussion with the experts. The respondents were asked to order the constraints. The researcher assigned the weights of seven for I Rank, six constraint has been calculated by adding the weighted ordering values provided by the all the 35 respondents. Then, these constraints were ranked based on the score values.

Major Findings of the Study

The following are the major findings of the study.

1. 16 out of 35 ample units were established prior to 1980. 12 out of 35 units were started after 1990. In 21 units the investment on plant and machinery was less than Rs. One lakh. As many as 19 units have a working capital investment of less than Rs. 5 lakhs each.
2. Three per cent of the sample entrepreneurs earn a net profit of more than Rs. 10 lakhs in a year. As many as 32 entrepreneurs earn a net profit of less than Rs. 5 lakhs in a year. The survey reveals that nine per cent of the sample units provided employment to 5-10 persons each.
3. Only nine per cent of the sample entrepreneurs hail from absolute business background as their forefathers and fathers have been in business. Only 29 per cent of the respondents are technically qualifies. It is quite interesting to note that business people with good experience are engaged in printing industry in the study area and thus all the 35 entrepreneurs are making profit in the endeavour.
4. 46 per cent of the sample units follow digital technology in printing industry. It has also been found that the adoption of this technology results in quality improvement and higher return on investment. Further its adoption leads to the problem of finance and shortage of computer personnel.
5. Improper delivery schedule due to lack of planning, unhealthy competition and un-remunerative price are the other problems faced by printing industry in the study area.

Conclusion

The present study reveals that most of the printers still continue to print with outdated printing machineries. The sample entrepreneurs point out that lack of finance and insufficient availability of technical personnel for implementing the digital technology in printing industry. The other problem faced by these respondents is inadequate availability of raw materials including paper. It is true that the conventional printing industry in Sivakasi has to compete with the one adopting digital technology. Therefore adequate the finance may be arranged for the entrepreneurs engaged in this industry.

An analysis of marketing problems revealed that improper delivery schedule affects the printing business in the study area. Thus a training programme may be organized to impart professional skill on the entrepreneurs engaged in printing industry in Sivakasi.

References:

DA Hira Kant Jha 1945, Growth and Problems of Printing Units in Patna”, Inter-India Publications, New Delhi.

Berna J.J 1960, Industrial Entrepreneurship in Madras State, Asia Publishing House, Bombay.

Agarwal R.C. 1961, State Enterprise in India; Chaitanya Publishing House, Allahabad.

Bhatia B.S. 1974, New Industrial Entrepreneurs: Their origins and problems, Journal of General Management, II, Jan., 66-79.

Esakey, S.A. 1984, Study of the Economic and Social Consequences of Child Labour Employment in and around Sivakasi; Unpublished Ph.D. Thesis.

Ramachandran K 2020, Entrepreneurship Development, McGraw Hill Education India

