

EXPORT ANALYSIS OF LEATHER AND LEATHER PRODUCTS

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ABSTRACT

Depending on the design chosen for the production of leather goods, leather can be used alone or together with various supporting materials which give form and strength to it. Reinforcements are extremely important component of leather goods whether wallet or purse, handbags or suitcases, belts or portfolio. Reinforcements which provide support to the leather are used to change the drape and handling of leather goods. The physico-mechanical properties of the leather goods may vary depending on the supporting material used. In this study, the mechanical properties of leather for handicrafts reinforced with supporting materials, in particular, salpa and syntex with different thicknesses were examined. For this purpose, the measurement of thickness, tear load, tensile strength and percentage extension have been performed.

(Keywords: Leather products, Export performance, Leather industry, future growth)

INTRODUCTION

Evolution of the Indian Leather Industry over the last fifty years makes an excellent reading. Like any other business the Indian leather industry had its beginnings mainly as a trader of hides and skins. The intrinsic desire to add value to the business, introduces manufacturing activities in a gradual manner. The manufacturing activities started off with the preservation of hides and skins and further to tanning and post-tanning activities. The prime purpose of tanning is to soften raw hides and skins and introduce the necessary quality required by the end products that are made out of leather.

STATEMENT OF THE PROBLEM

The Global import of Leather and Leather Products is growing at a cumulative annual growth rate of 5% (Council for Leather Exports) and this trend is expected to follow in the near future. Also, among the different products imported within the leather sector, world demand for leather footwear comprises of 70.64%. To bring into line to the trend of the global imports, the percentage share of leather footwear among the different leather products for export is also the highest in India. The footwear sector is a very important segment of the leather industry in India and is considered the engine of growth for the entire Indian leather industry.

OBJECTIVE OF THE STUDY

The following are the major objectives of the present study.

1. To analyze the export performance of leather and leather products in India.
2. To examine the country wise export performance of leather products from India.
3. To provide necessary suggestions based on the findings of the study.

RESEARCH METHODOLOGY

Research methodology is a scientific and systematic way to solve the formulated research problem. It includes the plan of research activities starting from collection of reviews to report preparation. The research methodology deals with research methods and takes into consideration the logic behind the methods.

The methodology adopted in the present study includes the selection of the study area, research design, and the collection of data, tools applied and framework of analysis.