

SUMMARY OF FINDINGS OF MINOR RESEARCH PROJECT ENTITLED

“FASHION RETAIL BUSINESS IN INDIA – A CHANGING SCENARIO”

A CASE STUDY OF KARWAR TALUKA WITH SPECIAL REFERENCE

TO SOCIO - ECONOMIC STATUS OF

FASHION RETAIL ENTREPRENEURS

3.2 ANALYSIS AND INTERPRETATION OF THE DATA

The data collected by conducting market survey is bifurcated on the basis of type of fashion retail business operated by the entrepreneur, year of establishment and the place of business. The following table highlights total number of fashion retail traders on the basis of type of fashion retail business operated by them in various places of Karwar Taluka.

Sl. No.	Name of Place	Jewellery	Apparel	Fashion Design	Parlour	Accessory	Foot Wear	Total
1	Karwar	47	69	24	32	14	10	196
2	Sadashivgad	06	08	09	09	02	01	35
3	Majali	05	03	04	04	01	01	18
4	Ulga/Halga	02	02	08	03	01	01	17
5	Bhaire	-	-	02	-	-	-	02
6	Angadi	-	01	-	01	-	-	02
7	Balni	-	-	01	-	-	-	01
8	Kadwad	-	-	-	-	1	-	01
9	Gotegali	-	-	03	-	-	-	03
10	Kadra	-	01	-	04	-	-	05
11	Hosali	-	-	-	01	-	-	01
12	Todur	-	-	-	01	-	-	01
13	Amadalli	01	01	02	04	01	-	09

14	Binaga	-	-	03	04	-	-	07
15	Arga	-	01	-	01	-	-	02
16	Chandiye	-	-	-	05	-	-	05
17	Asnoti	-	-	-	03	-	-	03
18	Kinnar	-	-	-	02	-	-	02
19	Devalmakki	-	01	01	01	01	01	05
20	Hankon	-	-	-	01	-	-	01
21	Mallapur	03	05	05	06	01	02	22
Total		64	92	62	83	21	16	338

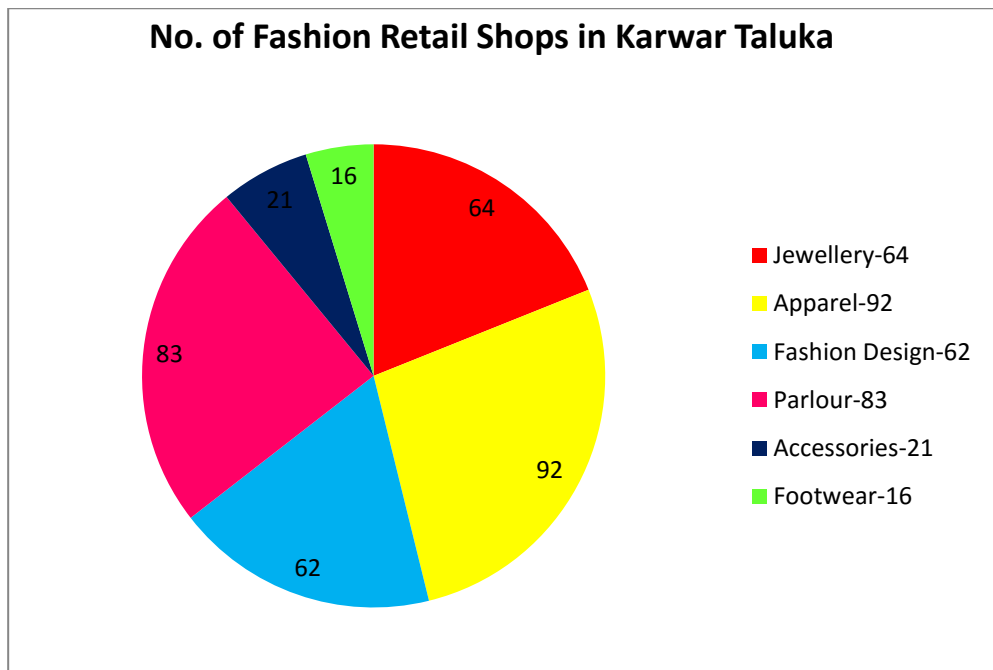
TABLE - V

STATEMENT SHOWING THE TOTAL NUMBER OF FASHION RETAIL
TRADERS OPERATING IN KARWAR TALUKA.

The total number of fashion retail traders operating in Karwar Taluka
is also represented through the following charts.

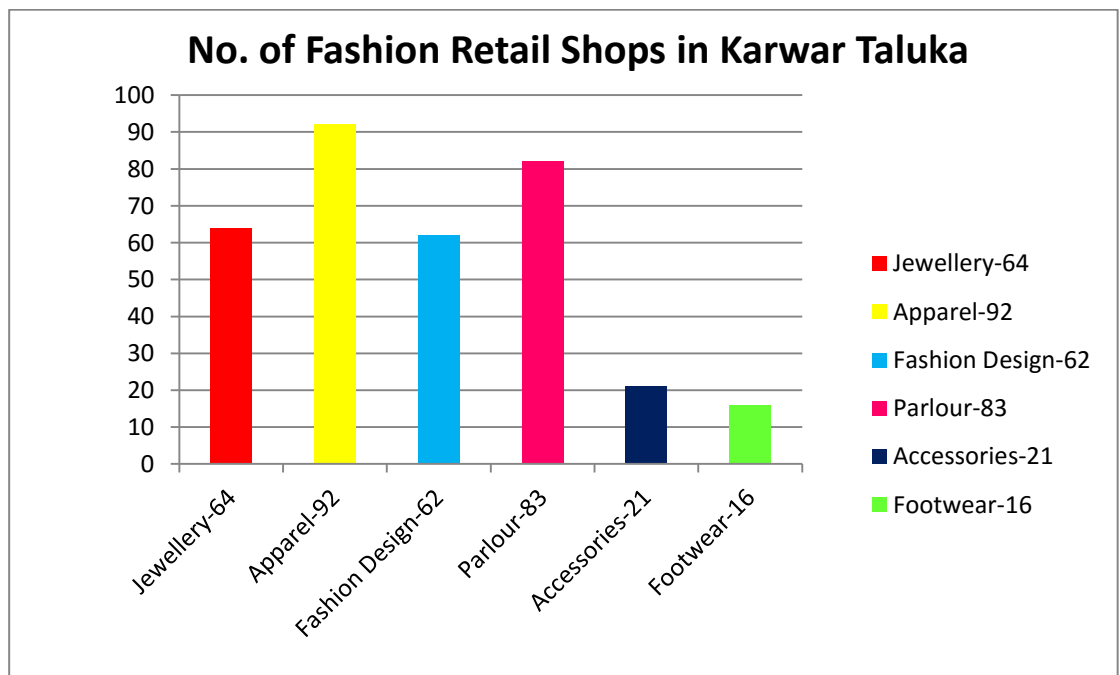
TABLE -VI

TOTAL NO. OF FASHION RETAIL TRADERS OPERATING IN KARWAR TALUKA



Pie chart showing the Total No. of Fashion Retail Shops in Karwar Taluka

TABLE -VII



Column chart showing the Total No. of Fashion Retail Shops in Karwar Taluka

3.3 FINDINGS.

Out of 338 fashion retail entrepreneurs, large number of entrepreneurs belongs to the age group of 41 to 50 categories. Second largest group of

entrepreneurs belongs to the age group of 31 to 40 categories. The later positions in this category are held by the age group of 31 to 40 and 51 to 60.

The following table highlights classification of entrepreneurs on the basis of age group:

TABLE –VIII
CLASSIFICATION OF FASHION ENTREPRENEURS ON THE BASIS OF AGE.

Sl. No.	Type of Business	Age Group (in YEARS)						Total
		0 - 20	21- 30	31- 40	41-50	51-60	60>	
1	Jewellery	-	01	17	22	11	13	64
2	Apparel	01	12	26	27	19	07	92
3	Fashion Design	-	07	20	25	06	04	62
4	Parlour	01	22	24	21	10	05	83
5	Accessories	-	08	08	04	01	-	21
6	Footwear	-	01	05	07	01	02	16
Total		02	51	100	106	48	31	338

The role of male entrepreneur is dominant in fashion business. Highest percentage of male is 98.44% in Jewellery business. The following table shows the lion's share of male fashion entrepreneurs in fashion business.

TABLE –IX
CLASSIFICATION OF FASHION ENTREPRENEURS ON THE BASIS OF GENDER.

Sl. No.	Type of Business	Gender			
		Male	Female	Total	% of male
1	Jewellery	63	1	64	98.44%
2	Apparel	83	09	92	90.22%
3	Fashion Design	42	20	62	67.74%
4	Parlour	58	25	83	69.88%
5	Accessories	18	03	21	85.71%
6	Footwear	15	01	16	93.75%
Total		279	59	338	82.54%

The fashion entrepreneurs in jewellery and apparel business are highly qualified as compared to other fashion businesses. The following table highlights the educational qualification of entrepreneurs.

TABLE - X

Educational qualification of the Fashion entrepreneurs

Sl. No.	Type of Business	Qualification					Total
		<SSLC	SSLC	PUC	DEGREE	PG	
1	Jewellery	11	19	11	20	03	64
2	Apparel	18	28	27	17	02	92
3	Fashion Design	17	30	10	05	-	62
4	Parlour	36	25	11	11	-	83
5	Accessories	09	06	03	03	-	21
6	Footwear	04	03	05	04	-	16
Total		95	111	67	60	05	338

The entrepreneurs operating the fashion retail business in Karwar Taluka are 338. They have generated an employment opportunity for 287 persons. Employment generation by accessory and footwear business is negligible. Totally 625 persons are employed in this sector.

Total number of wards of entrepreneur dependent on the sector is boys 364 and girls 321. Dependence Family members on the sector in total are 1397. The following table highlights the employment generation by the fashion retail business and dependence of family members on it.

TABLE - XI
Employment generation and dependence

Sl. No.	Type of Business	Employment			Dependence		
		Employer	Employee	Total	Boys	Girls	Total
1	Jewellery	64	49	113	72	62	267
2	Apparel	92	128	220	113	100	405
3	Fashion Design	62	37	99	56	47	224
4	Parlour	83	64	147	79	67	329
5	Accessories	21	02	23	28	24	101
6	Footwear	16	07	23	26	21	71
Total		338	287	625	364	321	1397

Before 1950, the total number of fashion retail traders operating in Karwar Taluka were 10 which included 05 Jewellery traders, 03 apparel

traders, 01 fashion designer and 01 hair designer. There were no fashion retailers in the category of Accessories and footwear.

During 1951 -1960, the total went to 18. Eight fashion entrepreneurs entered the industry. 01 apparel trader, 02 fashion designers and 05 beauticians entered the industry.

During 1961-1970, the total number of fashion entrepreneurs entered the sector were 14. The total of fashion entrepreneurs was 32. 03 jewellers, 03 apparel traders, 03 hair dressers, 04 accessories traders and 01 footwear trader had made the entry in the industry.

During 1971-1980 the total number of fashion retailers was 54. 22 new fashion entrepreneurs entered the retail industry. Jewellery trade had 05, apparel trade 09, fashion design 03 and parlour business had 05 new entrants. No entrepreneurs made the entry in accessories and footwear business during this period.

37 new fashion retailers made the entry during 1981-1990. Except accessories business all fashion businesses shown growth. During this period 11 jewellers, 08 apparel traders, 15 fashion designers, 06 hair dressers and beauticians and 01 footwear trader started their business.

Up to 1991 all types of fashion businesses did not make remarkable growth. During 1991-2000, all the fashion businesses had the new fashion entrepreneurs. 10 jewellers, 08 apparel traders, 15 fashion designers, 06 hair dressers, 05 accessory traders and 04 footwear traders entered the market. Totally 48 entrepreneurs established their fashion stores.

Fashion retail business during 2001-2010, has made a remarkable growth. The period witnessed entry of 121 entrepreneurs in the fashion retail business. 25 Jewellers, 33 apparel traders, 20 fashion designers, 33 hair dressers and beauticians, 05 accessories businessmen and 05 footwear traders established their shops.

Last four years (2011 – 2014) also made remarkable growth. During this period, totally 78 entrepreneurs established their fashion organisations. 05 jewellers, 26 apparel traders, 13 fashion designers, 22 hair dressers, 07 accessory traders & 05 footwear traders registered their entry in the market.

TABLE - XII

**TABLE SHOWING INCREASE IN NUMBER OF
FASHION RETAIL TRADERS IN KARWAR TALUKA**

PERIOD	JEWELLERY	APPAREL	FASHION DESIGN	PARLOUR	FANCY	FOOT WEAR	TOTAL
Upto 1950	05	03	01	01	-	-	10
1951 - 1960	-	01	02	05	-	-	08
1961 - 1970	03	03	-	03	04	01	14
1971 - 1980	05	09	03	05	-	-	22
1981 - 1990	11	09	08	08	-	01	37
1991 - 2000	10	08	15	0	05	04	48
2001 - 2010	25	33	20	33	05	05	121
2010 - 31-01-2015	05	26	13	22	07	05	78
TOTAL	64	92	62	83	21	16	338

TABLE - XIII

Graph showing increase in the Fashion Retail Traders



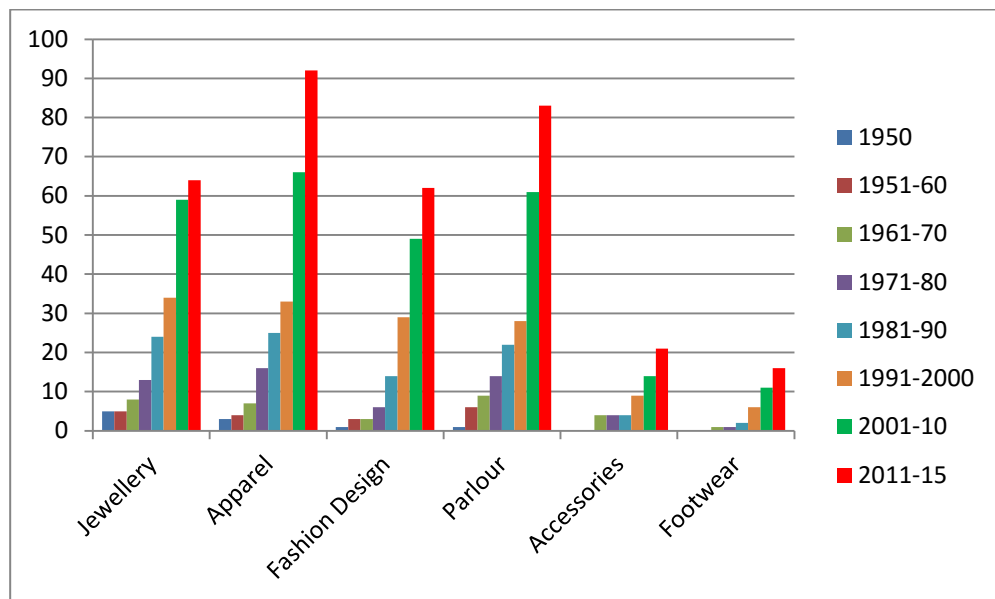
The above table shows positive growth in the fashion retail business in Karwar Taluka. After independence, the fashion retail business has shown notable growth in Karwar Taluka. The period 2001-2010 highlights the growth of the fashion retail business.

Following table and columnar chart shows cumulative growth in the number of fashion retail traders in Karwar Taluka **TABLE - XIV**

PERIOD	JEWELLERY	APPAREL	FASHION DESIGN	PARLOUR	FANCY	FOOT WEAR	TOTAL
Upto 1950	05	03	01	01	00	00	10
1951-1960	05	04	03	06	00	00	18
1961-1970	08	07	03	09	04	01	32
1971-1980	13	16	06	14	04	01	54
1981-1990	24	25	14	22	04	02	91
1991-2000	34	33	29	28	09	06	139
2001-2010	59	66	59	61	14	11	260

2010-31-01-2015	64	92	62	83	21	16	338
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Columnar chart showing growth in the past eight decades – **TABLE - XV**



During 2011-2015, Apparel, Fashion Designing, Parlour, Accessories and Footwear business except Jewellery business which has registered a marginal growth of 8.47%, have registered an upward trend. Total growth percentage during 1951-1960, during 1961-1970 growth was 77.78%, during 1971-1980 it was 68.75%, growth during 1981-1990 was 68.52%, during 1991-2000 was 52.75%, Growth during **2001-2010** was **87.05%** and during 2011-2015 it has registered growth of 48.75%. The period from 2001 to 2010 has shown tremendous growth by registering highest percentage of growth. The following table shows the percentage of growth during 7 decades.

TABLE – XVI

GROWTH OF FASHION RETAIL BUSINESS IN KARWAR TALUKA

(IN PERCENTAGE)

PERIOD	JEWELLERY	APPAREL	FASHION DESIGN	PARLOUR	FANCY	FOOT WEAR	TOTAL
1951-1960	0	33.33	200	500	0	0	∞
1961-1970	60	75	0	50	0	0	77.78
1971-1980	62.5	128.57	100	55.5	∞	∞	68.75
1981-1990	84.62	56.26	133.33	57.14	0	100	68.52
1991-2000	41.66	32	107.14	27.27	125	200	52.75
2001-2010	73.53	100	67	117.85	55.55	83.33	87.05
2011-2015	8.47	39.9	26.53	36.06	50	45.45	48.75