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ANALYZING THE LINK BETWEEN EXPORT ORIENTED GROWTH AND POVERTY REDUCTION IN INDIA (From the perspective of people at Welspun Transformation Services Ltd)

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ABSTRACT

This research project aimed to explore the link between export-oriented growth and poverty reduction in India. The study used a descriptive research design with convenience sampling toselect a small sample size of 208 respondents. The study collected primary data usingquestionnaires and analysed it using various statistical tools. The data analysis was facilitatedby IBM Statistical Package for Social Sciences (SPSS), applying suitable statistics like Reliability Test, Normality Test, Mann-Whitney U Test, Kruskal Wallis Test for testing six formulated hypothesis. The research found that export-oriented growth had a positive impact on poverty reduction and social and environmental well-being. However, the study's limitationsincluded a small sample size and potential bias based on respondents' opinions. Despite theselimitations, the research provides valuable insights into the link between export-oriented growth and poverty reduction in India and may serve as a basis for future research in this area.

OBJECTIVES OF THE STUDY

- To understand the perceptions and attitudes of people towards the role of export-oriented growth in poverty reduction.
- To identify the key ways in which export-oriented growth affects the daily lives and livelihoods of users, particularly in terms of income, employment, and social welfare.
- To evaluate the impact of export-oriented growth on the social and environmentalwell-being of users

LITERATURE REVIEW

Kamlesh Gakhar (2017) conducted a study which aims to explore the impact of export promotion schemes on firm competencies, strategies, and performance in select industries. A mixed research design was used, combining qualitative and quantitative approaches for data collection and analysis. The study population consisted of exporters in the manufacturing sector, and data was collected through a structured questionnaire. The data collected was analysed using ANOVA and Schefft tests, and the reliability of the data was assessed using theCronbach Alpha.

Soumya, P. (2020) performs a study to evaluate the performance of agricultural exports and imports of major countries in the Asia Pacific region. The study is based solely on secondary data sources and employs analytical techniques such as the Gini Concentration Ratio and Lorenz Curve, as well as the cointegration technique using the ARDL approach.

Pundir, Sadhana (2014) studies Impact of liberalisation on India's foreign trade with westernEuropean countries. This study examines the impact of liberalization and globalization on India's foreign trade with western European countries during the 1990s. The research aims to explore the relationship between the dependent and independent variables using statistical testsand to analyse the percentage difference between exports and imports. The average or arithmetic mean is used to analyse the data.

Kumar & Alok (2017) analysed Export Financing in India with Special Reference to Export Import Bank of India. 100 sample sizes from small scale 15 and 210 sample sizes which are significantly acceptable for conducting a study.

Primary data was collected through questionaries. A purposive sampling technique is followed to collect data. Statistical tools usedby the researchers were Kruskal -Wallis Test, Kaiser – Meyer – Olkin (KMO), Factor loadings test, Bartlett's test, Friedman's test, Kendall's W test, Friedman test, ANOVA test, Man- Whitney U Test, Chi-square Test.

Jyothi Sree, B (2004) examined an evaluation of export promotion programmes in Kerala. Datais collected from both sources i.e., primary sources and secondary sources. Sample size of 753were taken into consideration. Cronbach's reliability coefficient α, SEM -Structural Equation Modelling, CFA Confirmatory Factor Analysis, CFI, GFI, RMSEA, reliability and validity andANOVA were used for inferential statistics. To test the data for normality the descriptive statistics like mean, standard deviation, skewness and kurtosis is used.

Das Bipul Kumar (2017) investigated on foreign direct investment and exports in India an empirical analysis. The study has adopted a descriptive research design for the purpose for datacollection and its analysis taking into account the quantitative approach. The survey was doneon the random sampling technique. The sample size of 402 were taken for the study. The toolsused in the study were Cronbach's Alpha, Validity check.

Kumar, Ramesh (2004) conducted Trade policy reforms and Indian exports _ an empirical analysis of growth and instability. Sample size of 578 respondents were taken into consideration. Primary and Secondary data sources were used to collect the information. Toolsused for data analysis were 16 Cronbach Alpha (⍁) Reliability Test, Factor Analysis, Regression Analysis, Hierarchical Multiple Regression, MANOVA.

S, Madhvan (2009) analysed the problems and prospects of tea exporters in India a study. Thetotal population in study is 2823. The size of sample was 494. The study was undertaken by using a well-framed questionnaire that was duly filled by the respondents. Statistical tools usedby the researchers were of Percentages, Mean, Ranges, Standard Deviation, Cross tabulation, Chi-Square test, ANOVA, Correlation analysis and Multiple Regression analysis.

Rajkumar L (2015) studied Competitive States for Coir Manufacturers and Exporters in India.The wide spread survey covered 652 samples from the universe of 870. From this universe, samples are chosen using stratified sampling method. The researcher has used both primary and secondary sources. The primary data are collected through pre-tested questionnaires whilethe secondary data are compiled from published information available with different libraries,records of Mando and other sources. The researcher used statistical tools like Simple Percentage Analysis, 'T' test, Testing of Hypothesis using chi-square test, Factor analysis, Cluster Analysis, one way ANOVA, Post Hoc Tests, and Logistic Regression.

Damodaran, Sumangala (2003) aimed to report Export orientation and industrial clustering organisational structure growth and performance of the leather and leather products industry inIndia. Sample size of 376 is taken into consideration. The required data is collected from boththe primary and secondary sources. The primary data is collected by way of observation, 17 interviews and through circulating a questionnaire. Chi-square and ANOVA is used by the researchers for the study.

Daniel Viswasam Samuel A. (2004) studied Export and domestic trade of fish in Tamil Nāduan economic analysis. The wide spread survey has 508 samples. The researcher has used bothprimary and secondary data. The primary data are collected through questionnaire while secondary data are collected from published and unpublished research materials and relevant documents such as annual administrative reports, office files, the relevant acts and rules, and service manuals of the sugar industries. The researcher used statistical tools like Chi-Square Test, Factor analysis, Cross tabulations, Cronbach's alpha and Hypothesis.

Ghorude, K N (2002), The role of export processing zones in economic development of Indiaa case study of seepz Mumbai. The wide spread survey has 690 samples. The researcher has used both primary and secondary data. The primary data are collected through questionnaire. The following tools have been applied in the study: Frequency Distribution, Weighted Average, Likert's Scale, ANOVA, Multiple Regression Analysis, Independent Z test, Paired Z test, Discriminant analysis, Factor Analysis and Reliability analysis and SEM analysis.

RESEARCH METHODOLOGY

Research Design: The present study is following Descriptive Research Design.

Target Audience: The people who are at presently working in Welspun TransformationalServices Limited at Ahmedabad city**.**

Sample Area: Ahmedabad city from all 7 zones, Gujarat.

Sample Size: Sample size of this particular study is 208.

Source of Data: The research depends upon both the primary data assembled through thequestionnaires from

people of WTSL and Secondary Data using the literature review.
Sampling Method: The researchers have opted for Convenience Sampling method for thestudy.
Data Collection Method: The data was collected through circulating structured questionnaire among the people at WTSL.
Data Analysis Techniques: On the basis of the objectives and hypothesis of the study, appropriate statistical techniques, tools i.e., Frequency distribution and percentage analysis,Cronbach's Alpha, Normality Test, Mann-Whitney U Test, Kruskal Wallis.

DATA ANALYSIS

4.1 THE DEMOGRAPHIC PROFILE OF PEOPLE AT WELSPUN TRANSFORMATIONAL SERVICES LIMITED

Table 4.1: Table showing Gender of People at Welspun Transformational ServicesLimited

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	112	53.8	53.8	53.8
	Female	96	46.2	46.2	100.0
	Total	208	100.0	100.0	

(Source: Research Output)
INTERPRETATION:
From the above table of Gender of People at Welspun Transformational Services Limited, it can be concluded that majority of the people are falling under the male category i.e. 112(53.8%). The remaining 96 (46.2%) people are belonging to female category.

Table 2: Table showing Age of People at Welspun Transformational Services Limited

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 20 years	8	3.8	3.8	3.8
	21 - 30 years	80	38.5	38.5	42.3
	31 - 40 years	68	32.7	32.7	75.0
	41 - 50 years	42	20.2	20.2	95.2
	Above 50 years	10	4.8	4.8	100.0
	Total	208	100.0	100.0	

(Source: Research Output)
INTERPRETATION:
From the above table of Age of People at Welspun Transformational Services Limited, it is analysed that around 38% (80) of people are belonging to Age group of 21-30 Years, followedby the Age group of 31-40 Years i.e., around 33% (68). The people falling under the Age group of 41-50 Years are around 20% (42). The people belonging to the Age group of Above 50Years and Up to 20 years are 4.8% (10) and 3.8% (8) respectively.

Table 3: Table showing Educational Qualification of People at WelspunTransformational Services Limited

Educational Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	25	12.0	12.0	12.0
	Post Graduate	123	59.1	59.1	71.2
	Professional Courses	28	13.5	13.5	84.6
	Others	32	15.4	15.4	100.0
	Total	208	100.0	100.0	

(Source: Research Output)

INTERPRETATION:
From the above table and chart of Educational Qualification of people at Welspun Transformational Services Limited, it is examined that larger part of people are belonging to Post Graduation i.e., 59.1% (123). The remaining parts are divided into three categories i.e., Professional Courses – 13.5%(28), Graduate – 12% (25) and Others – 15.4% (32).

RELIABILITY TEST
Table 4: Table showing Reliability of variables

Reliability Statistics	
Cronbach'sAlpha	N ofItems
0.724	10

(Source: Research Output)
INTERPRETATION:
From the above reliability test, it is noticed that 10 variables are used to analyse Link betweenExport-Oriented Growth and Poverty reduction in India (From perspective of people atWelspun Transformational Services Limited). The value of Cronbach's Alpha is 0.724 which is greater than 0.7 which proves consistency, stability, uniformity and reliability among the variables.

NORMALITY TEST
Table 7: Table showing Test of Normality

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Poverty Reduction	0.272	208	0.000	0.878	208	0.000
GrowthAlleviatePoverty	0.179	208	0.000	0.910	208	0.000
Regional Disparities	0.243	208	0.000	0.851	208	0.000
EmploymentOpportunity	0.236	208	0.000	0.893	208	0.000
Social Welfare	0.178	208	0.000	0.892	208	0.000
Environmental Sustainability	0.233	208	0.000	0.894	208	0.000
Rural Areas	0.219	208	0.000	0.891	208	0.000
Basic Goods	0.241	208	0.000	0.895	208	0.000
Innovation & Technological Advancement	0.196	208	0.000	0.898	208	0.000
SMES	0.241	208	0.000	0.867	208	0.000
a. Lilliefors Significance Correction						

(Source: Research Output)
Note:*As the sample size was more than 100, researchers are following Kolmogorov-Smirnovand not Shapiro-Wilk.*

INTERPRETATION:
From the above Normality table for checking the perception of people at Welspun Transformational Services Limited, it had been noticed that the P value for all the people is less than 0.05 which indicates the acceptance of Null Hypothesis due to which they are normally distributed among each other and hence need to go with non-Parametric version of testing for further analysis as a part of providing inferential statistics.

NON – PARAMETRIC TEST

1.1 MANN – WHITNEY U TEST

Null Hypothesis H0: There is no significant difference in the perception of Male and Female.

Alternative Hypothesis H1: There is significant difference in the perception of Male andFemale.

Table 8: Table showing Mann-Whitney Test of Gender at Welspun TransformationalServices Limited

Test Statistics[a]					
	Poverty Reduction	Growth Alleviate Poverty	Regional Disparities	Employment Opportunity	Social Welfare
Mann- Whitney U	5228.000	5282.000	5156.000	4062.000	4292.000
WilcoxonW	9884.000	11610.000	11484.000	8718.000	8948.000
Z	-0.360	-0.226	-0.536	-3.207	-2.580
Asymp.Sig. (2-tailed)	0.719	0.821	0.592	0.001	0.010
	Environmental Sustainability	Rural Areas	Basic Goods	Innovation Technical Advancement	SMES
Mann- Whitney U	5030.000	5166.000	4892.000	4456.000	5174.000
WilcoxonW	11358.000	11494.000	11220.000	9112.000	9830.000
Z	-0.844	-0.512	-1.194	-2.211	-0.495
Asymp.Sig. (2-tailed)	0.399	0.609	0.233	0.027	0.621

(Source: Research Output)

INTERPRETATION:
From the above table, it is noticed that the P value of all Likert scale variables is greater than the significance level i.e., 0.05 except Employment Opportunity & Social Welfare which is less than 0.05, the decision is **failed to reject Null Hypothesis**. Thus, there is no significant difference in the perception of people in accordance to their Gender Welspun TransformationalServices Limited for all Likert scale variables.

1.2 KRUSKAL WALLIS TEST FOR EDUCATIONAL QUALIFICATION

Null Hypothesis H0: There is no significant difference in the perception of people inaccordance to their Educational Qualification at WTSL.

Alternative Hypothesis H1: There is significant difference in the perception of people inaccordance to their Educational Qualification at WTSL.

Table 10: Table showing Kruskal Wallis Test for Educational Qualification of people atWTSL

Test Statistics[a,b]					
	Poverty Reduction	Growth Alleviate Poverty	Regional Disparities	Employment Opportunity	Social Welfare
Kruskal-Wallis H	35.931	4.403	6.384	8.240	7.566
df	3	3	3	3	3
Asymp. Sig.	0.000	0.221	0.094	0.041	0.056

	Environmental Sustainability	RuralAreas	Basic Goods	Innovation Technical Advancement	SMES
Kruskal-Wallis H	5.465	1.014	6.468	5.704	1.759
df	3	3	3	3	3
Asymp. Sig.	0.141	0.798	0.091	0.127	0.624

(Source: Research Output)

INTERPRETATION:
From the above table, it is noticed that the P value of all Likert scale variables is greater than the significance level i.e., 0.05 except Employment Opportunity & Poverty Reduction which is less than 0.05, the decision is **failed to reject Null Hypothesis**. Thus, there is no significantdifference in the perception of people in accordance to their Educational Qualification at Welspun Transformational Services Limited for all Likert scale variables.

FINDINGS

- The variables taken into study are Reliable, Consistence, Stable, and Uniform.
- The variables are Normally Distributed among each other.
- By applying Mann-Whitney U Test, it is analysed that there is no significant difference inthe perception of Male and Female.
- By applying Kruskal Wallis Test on Age, it is examined that there is no difference amongpeople's perception in accordance to their Age for all the variables taken into study.

CONCLUSION

Based on the objectives of the study, it can be concluded that the research aimed to explore the perceptions and attitudes of people towards the role of export-oriented growth in poverty reduction, identify the impact of export-oriented growth on the dailylives and livelihoods of users, and evaluate its impact on social and environmental well-being. However, the study had limitations as it was restricted to a small sample size of208 selective respondents and may be subject to bias based on the opinions of people. The research design used was descriptive in nature, and convenience sampling was usedto select the sample. Nonetheless, the study was able to collect and analyse primary data using various statistical tools such as Frequency distribution, Cronbach's Alpha Coefficient, normality Test, Mann-Whitney U Test, and Kruskal Wallis Test. Therefore, the study provides valuable insights into the link between export-oriented growth and poverty reduction in India.
Additionally, the study may provide a basis for future research into the subject,potentially leading to more comprehensive and nuanced understandings of the link between export-oriented growth and poverty reduction in India.
Overall, despite its limitations, the study contributes to the existing body of research onthe subject and provides a useful starting point for further exploration.

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