

SUMMER INTERNSHIP REPORT

On

“Quality Assurance Management”

Submitted in partial fulfilment of the

Requirement for the BBA Degree

By

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Under supervision of

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Endorsement Letter Of Internship

This is to certify that Mr. Mihir Pareek, student of BBA 2nd Year, at JK Lakshmipat University, Jaipur has undertaken summer training in our organization from 11th June 2018 to 11th July 2018 on the Project titled " A Study Of Quality Assurance Management" under my guidance. To the best of my knowledge, the study undertaken by him is original and is not replicated in any research paper, report or literature.

I wish him all success in life.

FOR CRAFTEX INDIA

Proprietor

Bharat Singh Rathore

Date: 11th July 2018

DECLARATION

I MIHIR PAREEK hereby declare that the work presented on this project "Quality Assurance Management" submitted to JK Lakshmipat University is an authentic record of work and it neither has been submitted nor been published anywhere.

I further declare that if the statement cited above found false, I would be liable to be disqualified.



Mihir Pareek

2016BBA025

Guide Certificate

This is to certify that Mihir Pareek has completed his summer internship at Craftex India, on the topic "QUALITY ASSURANCE MANAGEMENT".



Dr. Punam Mishra

(Faculty Coordinator)

ACKNOWLEDGEMENT

This is to acknowledge with sincere thanks for the assistance, guidance and support that I have received during the Summer Training. I place on record my deep sense of gratitude to the management of JK Lakshmipat University, Jaipur for giving me an opportunity to pursue my summer training.

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I also acknowledge with deep sense of reverence, my appreciation towards my parents, who always supported me morally as well as economically. Their support enabled me to move ahead towards this project.

Mihir Pareek

2016Bba025

EXECUTIVE SUMMARY

PROJECT TITLE: **“A study of Quality Assurance Management”**

As the title of the project suggests the profile was to analyze the quality of products being manufactured at Craftex India. Products included Rugs, Bathmats, Mattresses, and Carpets.

It is a 3 step process starting with initial checking followed by labeling and last step be final checking. Checking involved detection of defects like stain, cuts, patches of die, faded color, dirt etc. We had a three color basket rule that is as below:

1. Green Basket: The products with no defects were directly sent for labeling and final check.
2. Yellow Basket: The product with little defects like dirt marks were fixed at the first step itself and then sent for labeling.
3. Red basket: The products those had a major defect and couldn't be fixed or repaired at the warehouse were kept as rejected items and sent back to manufacturing unit.

After these procedures the product that got clearance from final stage checking were sent for packaging.

TABLE OF CONTENTS

S.NO	PERTICULARS
PART 1	INDUSTRY OVERVIEW
1.1	Introduction of carpets
1.2	Carpet industry in India
1.3	Types of Carpets
1.4	Types of yarn
1.5	Domestic players
1.6	Key Markets
1.7	Export potential of Indian carpets
1.8	Global share of Indian Carpet
PART 2	COMPANY OVERVIEW
2.1	Introduction of company
2.2	Locations
2.3	Product Portfolio
PART 3	OBJECTIVE
PART 4	METHODOLOGY
4.1	Process
PART 5	FINDINGS and PROBLEMS
5.1	Findings

5.2	Problems
PART 6	SUGGESTION
PART 7	CONCLUSION
PART 8	WEBLIOGRAPHY

PART 1

INDUSTRY OVERVIEW

1.1 INTRODUCTION OF CARPETS

A carpet is a textile floor covering typically consisting of an upper layer of pile attached to a backing. The pile was traditionally made from wool, but, since the 20th century, synthetic fibers such as polypropylene, nylon or polyester are often used, as these fibers are less expensive than wool. The pile usually consists of twisted tufts, which are typically heat-treated to maintain their structure. The term "carpet" is often used interchangeably with the term "rug," although the term "carpet" can be applied to a floor covering that covers an entire house, whereas a "rug" is generally no bigger than a single room

1.2 CARPET INDUSTRY IN INDIA

Carpet weaving is an ancient Indian tradition, with the industry flourishing in the country 16th century onwards. Today, India is the world's largest producer and exporter of handmade carpets in terms of value and volume. Around 75–85 per cent of carpets manufactured in India are exported. Indian carpets are known worldwide for their excellent design, fascinating colour and quality.

1.3 Types of Carpets

- **Woven:** The carpet is produced on a loom quite similar to woven fabric
- **Needle felt:** These carpets are more technologically advanced. Needle felts are produced by intermingling and felting individual synthetic fibers using barbed and forked needles forming an extremely durable carpet. These carpets are

normally found in commercial settings such as hotels and restaurants where there is frequent traffic.

- **Knotted:** A knotted-pile carpet is a carpet containing raised surfaces, or piles, from the cut off ends of knots woven between the warp and woof.
- **Tufted:** These are carpets that have their pile injected into a backing material, which is itself then bonded to a secondary backing made of a woven hessian weave or a manmade alternative to provide stability.

1.4 Types of Yarn Used

- **Nylon**
- **Polypropylene**
- **Wool and wool-blends**
- **Polyester**
- **Acrylic**

1.5 Domestic players

- **Domotex International, New Delhi**
- **Jaipur Rugs Company Private Ltd, Jaipur**
- **Vimla International, Jaipur**
- **KK Overseas, Delhi**
- **Deepiga Tax, Tamil Nadu**

1.6 KEY MARKETS

Exports of handmade carpets from India stood at US\$ 1,427.00 million in 2017-18 as compared to US\$ 1,484.07 million in 2016-17. India is responsible for around 40 per cent of worldwide export of handmade carpets.

Indian handmade carpets are exported to many countries in the world, US being the largest importer (US\$ 731.84 million) followed by Germany (US\$ 140.58 million), UK (US\$ 78.52 million), Australia (US\$ 56.25 million) and UAE (US\$ 51.15 million).

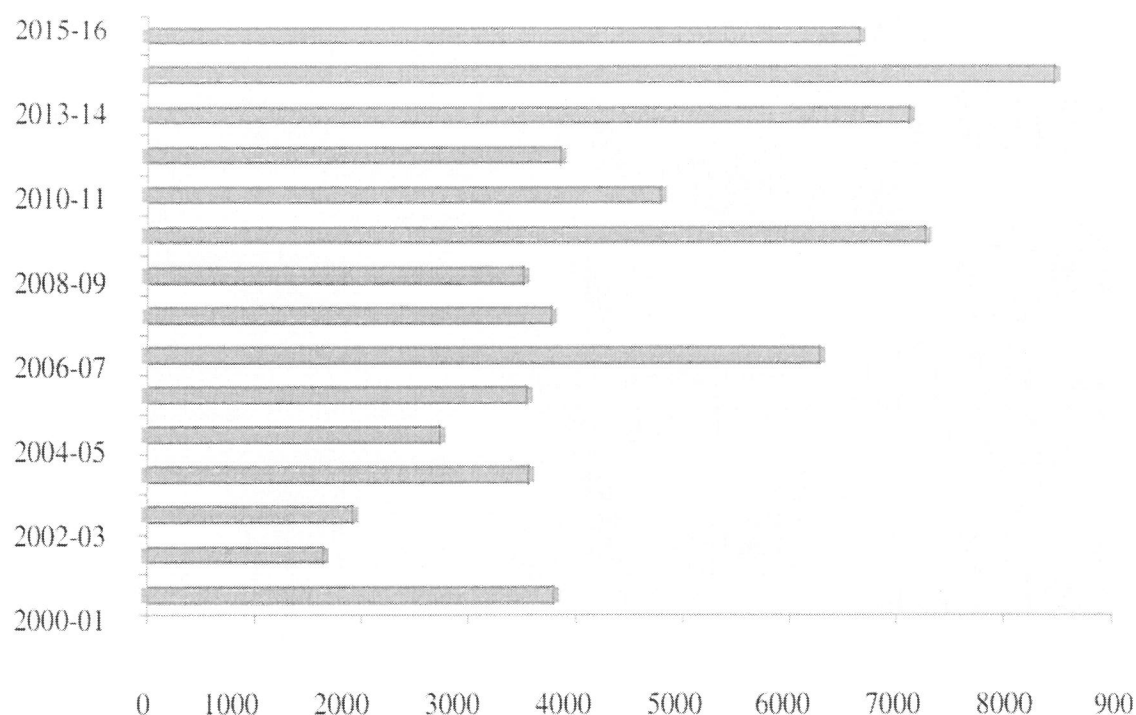
Export of silk carpets was valued at US\$ 2.68 million in 2017-18.

1.7 Export Potential of Indian carpet

Table 1

Year	Export of carpet in terms of Value (Rs. In Crore)
2000-01	3791.27
2001-02	1642.26
2002-03	1917.39
2003-04	3559.65
2004-05	2727.64
2005-06	3546.38
2006-07	6274.02
2007-08	3766.67
2008-09	3506.37
2010-11	7273.04
2011-12	4777.64
2012-13	3853.54
2013-14	7110.42
2014-15	8441.95
2015-16	6641.23

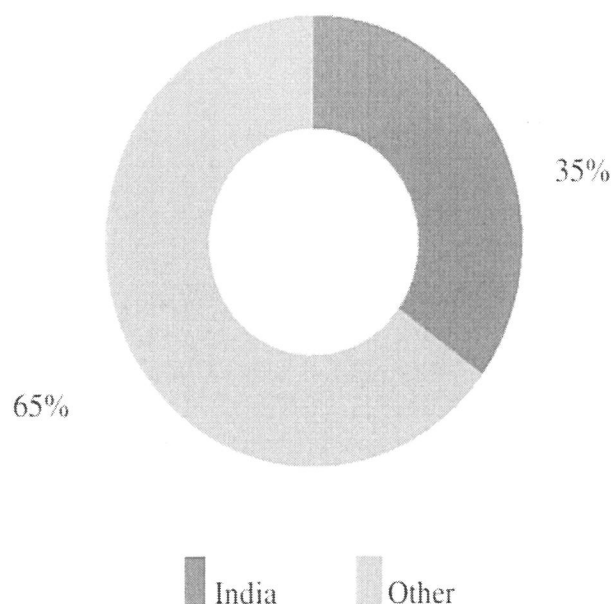
Carpet Export in terms of value (Rs. in crore) year 2000-01 to 2016



1.8 The Global Share of Indian Carpet

Indian carpet are famous the world over with his magnificent designs and heart winning workmanship, it has been able to capture the world export market and to make mark in the global carpet market .India has made remarkable progress in export market. Handmade woolen carpets, tufted carpets, staple synthetic carpets handmade woolen durries are some of the types for which there is a huge market demand in the European and American market. The handmade carpet is an important foreign exchange earner for our country, besides providing employment to million workers.

Share of Indian Carpets to the World Market 2015



PART 2

COMPANY OVERVIEW

2.1 Introduction of company

Craftex India a name that has been serving the International Home Furnishing Textile requirements for years. We are known for our Quality Design, Commitment, Timely Delivery and customer Delight.

At Craftex India, we have a dynamic team of creative professionals who understand the market trends and offer brilliant designs to cater to international market. We manufacture & export wide range of Home Furnishing textiles that include BATH MATS, BATH RUGS, FLOOR RUGS, CURTAINS and CUSHIONS.

Our products range from Welcome Mats on the doorway of your home to the Carpets at your drawing room. You can also find Soft Bath mats near your spas, Play Mats for kids in their rooms. Runners in your staircase, Area Rugs in your

living room are just some of the elegance that our products add to your environment.

Craftex Bathmats are of high quality selected cotton and have been timelessly beautiful for years and in up-to-date colors. Both sides are usable, washable up to a high degree of color fastener. We offer a range of designs and colors. In our current catalogue, you will certainly find your favorite.

Craftex has been defining contemporary style rugs with passion for over 20 years. We offer a unique quality, trend setting designs, vibrant colors and the latest designs that has been embraced by many across the world. We manage the quality control and send to you through total supply chain management. We are producing rugs for bed-sides & floor designs.

Craftex carpets are hand-woven, modern, fascinating and each one is an original masterpiece. Thanks to their great quality. Stepping on them is absolutely permissible. We design and create carpets to meet all sort of demands individually.

A dream that started small, and grew on the wings of an abiding passion A passion to Grow, to lead, to show the world what it means to smarten a home. We are having our in-house manufacturing exporting units with all the nuts & bolts of the Home Furnishing industry. Our state of art dyeing unit, transportation system etc. outshine the delivery & quality standards as per international market.

2.2 Locations

There are 3 locations of craftex India

1. Mirzapur
2. Sitapur
3. Delhi

FACTORY 1

Location	Mirzapur
Floor Space	8100 sq. meter
No. of workers	1450
Current Production (40 ft. container/month)	5 to 6
Max production (40 ft. container/month)	9
Annual production last year (40 ft. container/month)	60

FACTORY 2

Location	Sitapur
Floor Space	12000 sq. meter
No. of workers	5580
Current Production (40 ft. container/month)	12 to 14
Max production (40 ft. container/month)	18
Annual production last year (40 ft. container/month)	144

WAREHOUSE

Location	New Delhi
Floor Space	16000 sq. meter
No. of workers	220
Max production (40 ft. container/month)	30

2.3 Product Portfolio

1. BATHROOM MATS
2. FLOOR COVERINGS,
3. FLOOR MATS,
4. HAND KNOTTED/HANDMADE CARPETS & RUGS
5. HAND WOVEN CHENILLE, COTTON & WOOLEN DURRIES,
6. JUTE FLOORINGS & DOOR MATS

PART 3

OBJECTIVE

- To learn about the techniques and method of quality control in handloom sector.
- To improve the productivity of the workers and the organization.
- To know the current situation of the sector in Indian and international markets.

PART 4

METHODOLOGY

Data Collection:

The whole data was collected from the secondary method of data collection.

3.1 Analysis

It was a 3 step process.

- Identification of defects
 1. Repair and Rejection
- Labeling
- Finishing

3.1.1 Identification of defects

The process started from detecting defects in the product at the first step with normal hand moment and naked eyes under bright light. Around 8-10 labors were assigned for this. These are the kind of defects found in products:

1. Loose or uncut thread
2. Broken thread ends
3. Stain

4. Irregular design
5. Color variation
6. Crooked or Wavy stitching
7. Mismatch plaid
8. Open seam or stitching
9. Oil stain
10. Cuts
11. Holes
12. Seam open
13. Mending
14. Selvedge bowling
15. Loose selvedge
16. Double lining
17. Broke lining
18. Fadedness
19. Design size uneven
20. Weaving wrong

Some of these like color fadedness, uncut thread, seam open and stain are minor defects that are quickly repaired at the spot itself. And sent for labeling. But which has major defects like cut, uneven design, holes etc. that cannot be fixed at the warehouse are put into rejected category and are sent back to factory.

Products that had no defects or minor defects are repaired and sent to stage 2nd.

Tools used to repair the minor defects:

1. Solvent
2. Crayon color
3. Soda water
4. Graphite pencil

Around 1000-1200 pieces are checked daily at initial stage.

3.1.2. Labeling

On this stage, the labels according the type of material are stitched to the product. Labels are designed and printed according to needs if the company.

After labeling products are sent for final step Finishing but before that the pieces are once again checked by workers and loose threads, uncut threads, dust is removed.

3.1.3 FINISHING

Here at finishing stage a team of 4-6 experts check the every piece individually. The products that get cleared from last step are sent for packaging. But usually some faults are identified here too. These are:

1. Seam opening
2. Stain
3. Latex knots
4. Sticker miss printing
5. Label open
6. Selvedge un-finishing.

Products that have faults are then sent to repair area where small cuts, damages etc. are fixed.

Products are given final touch and it is assured that no damaged product should go for packaging.

- After finishing, the products are packed in batches. Here again packaging is done according to need of the customer.
- All the product go through needle detection machine which check if any piece of metal is left in product, it also depends on customer if they want needle detection.
- Some items used in packaging are:
 1. Wash care label
 2. Size tag
 3. Header, U card, triangular card
 4. Barcode
 5. Polybag
 6. Bamboo roll
 7. Tag pin

8. Ribbon

9. Carton

10. Pilot

All these can be default or are according to the need and demand of the buyer.

PART 5

FINIDINGS AND PROBLEMS

4.1 Findings

There were many findings related to process of manufacturing and quality control of Carpets, Rugs, Bathmats and Doormats.

- These are made by various looming methods such as
 1. Tufted method
 2. Jacquard method
 3. Frame loom method
 4. Pit loom method
- Most of the work is done by bare hands including manufacturing and quality control.
- Even though most of the processes are not mechanized, still productivity is high.
- With over 4.3 million people directly and indirectly involved in the production, the handloom industry is the second-largest employment provider for the rural population in India after agriculture.

- Indian exports of locally made retail and lifestyle products grew at a compound annual growth rate (CAGR) of 10 per cent from 2013 to 2016, mainly led by bedding bath and home decor products and textiles.
- The export of handloom products from India was valued at US\$ 355.91 million in FY2017-18
- Production of hand woven fabric from India constitutes 95 per cent of global production

4.2 Problems

- The leading region in carpet manufacturing in Uttar Pradesh that is Bhadohi- Mirzapur belt (The largest hub of carpet making) suffers greatly due to poor transportation facility.
- Due to handicraft industry, it is highly unorganized that become the great cause of low wage of workers. The most exploited section of the workers of carpet industry is weavers. They can only earn 150-200 Rs. in a day.
- Due to the large innovation in the market, the carpet of India also demanding the need of technology used in carpet making
- There is lack of awareness among the carpet weavers about government scheme that has introduced for their betterment.

PART 6

SUGGESTION

- Uttar Pradesh has leading position in the term of manufacturing and export. There should encourage the other state to producing the carpet weaving.
- The migrant nature of weavers should be checked by providing them place to live.

- There should be a good rate of wage provided to the workers so, they can sustain their better life.
- The weavers are dependent on the elementary tools while weaving carpet so, machines of new technology should be introduced. The introduction of machine would enhance the productivity and attractiveness of Indian carpet to the world.
- There should be connectivity of the carpet producing region with highways that connect the small cities of carpet manufacturing region to big cities. Each region of carpet making industry should be provided the exposure to the world.

PART 7

CONCLUSION

The unique art of carpet weaving done by the skilled weavers produced unmatched quality that raised the attention of the world. Handicrafts industry proves its great role in the economic development. The above study shows the export performance of carpet industry that how it helps in the economic development and becomes the prime agent in the path of development of a country. Indian handmade carpet is probably the unique among the other cottage industry. It is contributing the immense value of foreign currency to the country that strengthens our economy. The carpet industry experienced the positive trend of growth since 1961. This period is very much crucial because that is the period of stiff competition over the world market. The Indian handmade carpet has proved its efficiency to compete to the world due to its unique weave. The ever increasing growth in terms of value of export indicates the high potential of sustainability of this industry in coming future. This industry has a capacity to employ the millions of rural unemployed artisans and becomes the best instrument of removing the regional disparity from the country.

PART 8

WEBLIOGRAPHY

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