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Textile Marketing in India

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ABSTRACT: The textile industry in India traditionally, after agriculture, is the only industry that has generated huge employment for both skilled and unskilled labour. The textile industry continues to be the second-largest employment generating sector in India. It offers direct employment to over 35 million people in the country.[1] India is the world's second largest exporter of textiles and clothing, and in the fiscal year 2022, the exports stood at US\$ 44.4 billion.[2] According to the Ministry of Textiles, the share of textiles in total exports during April–July 2010 was 11.04%. During 2009–2010, the Indian textile industry was pegged at US\$55 billion, 64% of which services domestic demand.[1] In 2010, there were 2,500 textile weaving factories and 4,135 textile finishing factories in all of India.[3] According to AT Kearney's 'Retail Apparel Index', India was ranked as the fourth most promising market for apparel retailers in 2009.[4] India is the second largest producer of fibre. The country is the world's largest producer of cotton and jute.[5][6] India is also the world's second largest producer of silk.[7] Other fibres produced in India include wool, and man-made fibres. 100% FDI is allowed via automatic route in textile sector. Rieter, Trutzschler, Saurer, Soktas, Zambiat, Bilsar, Monti, CMT, E-land, Nisshinbo, Marks & Spencer, Zara, Promod, Benetton, and Levi's are some of the foreign textile companies invested or working in India.[8] Between January and July 2021, India exported textile products worth Rs 1.77 lakh crore, which is 52.6% more than the same period last year.[9]

KEYWORDS-textile,marketing,trade,industry,sector,exporter,India,fibres,retail

I. INTRODUCTION

History

The archaeological surveys and studies have indicated that the people of Harrapan civilization were familiar with weaving and the spinning of cotton for as long as four thousand years ago. Reference to weaving and spinning materials is found in the Vedic Literature. There was textile trade in India during the early centuries. Cotton fragments from Gujarat have been found in tombs of Egypt, indicating the existence of export of Indian textiles to Egypt during the medieval era.^[10]

Large quantities of north Indian silks were traded through the Silk Road in China to the western countries(130 B.C.E. - 1453 C.E.).^[10] The Indian silks were often bartered for spices. During the late 17th and 18th century there were large exports of Indian cotton to the western countries^[11] to meet the need of the European industries during industrial revolution, apart from the domestic requirement at the Indian Ordnance Factories.^{[12][13]}

Up until the 18th century, Mughal Empire was the primary center of manufacturing in international trade.^[14] Up until 1750, India produced about 25% of the world's industrial output.^[15] The largest manufacturing industry in Mughal Empire (16th to 18th centuries) was textile manufacturing, particularly cotton textile manufacturing, which included the production of piece goods, calicos, and muslins, available unbleached and in a variety of colours. The cotton textile industry was responsible for a large part of the empire's international trade.^[16] Bengal had a 25% share of the global textile trade in the early 18th century.^[17] Bengal cotton textiles were the most important manufactured goods in world trade in the 18th century, consumed across the world from the Americas to Japan.^[14] The main center of cotton production was the Bengal Subah province, particularly around its capital city of Dhaka.^[18] As Karl Marx noted in 1853, the textile industry was a major component of economic income in the pre-colonial Indian economy, writing that "The hand-loom and the spinning-wheel, producing their regular myriads of spinners and weavers, were the pivots of the structure of that society".^[19]

Bengal accounted for more than 50% of textiles and around 80% of silks imported by the Dutch from Asia and marketed it to the world,^[20] Bengali silk and cotton textiles were exported in large quantities to Europe, Asia, and Japan,^[21] and Bengali muslin textiles from Dhaka were sold in Central Asia, where they were known as "daka" tex-



tiles.^[18] Indian textiles dominated the Indian Ocean trade for centuries, were sold in the Atlantic Ocean trade, and had a 38% share of the West African trade in the early 18th century, while Bengal calicos were major force in Europe, and Bengal textiles accounted for 30% of total British trade with Southern Europe in the early 18th century.^[15]

In early modern Europe, there was significant demand for textiles from the Mughal Empire, including cotton textiles and silk products.^[16] European fashion, for example, became increasingly dependent on textiles and silks imported from The Mughal Empire. In the late 17th and early 18th centuries, The Mughal Empire accounted for 95% of British imports from Asia, conducted through the auspices of the East India Company (EIC).^[20] After the abolition of slavery in British Empire, manufactures in Britain started to look for alternative sources of cheap cotton, eventually settling on the East India Company's possession in India. The EIC convinced many farmers to switch from subsistence farming to producing and exporting huge amounts of cotton, after a long period of government protectionism imposed over the British textile industry. Eventually, through the technical and marketing advances made possible by colonisation, the traditional method of artisan textile production declined significantly, and replaced with large scale factory production.^[22]

Cotton

In the early years, the cotton textile industry was concentrated in the cotton growing belt of Rajasthan, Maharashtra and Gujarat. Availability of raw materials, market, transport, labour, moist climate and other factors contributed to localisation. In the early twentieth century, this industry played a huge role in Bombay's economy but soon declined after independence.^[23] While spinning continues to be centralised in Maharashtra, Gujarat and Tamil Nadu, weaving is highly decentralised. As of 30 November 2011, there are 1,946 cotton textile mills in India,^[24] of which about 80% are in the private sector and the rest in the public and cooperative sector. Apart from these, there are several thousand small factories with three to ten looms. there is a committee established in India under 'textile committee act 1963'. this commmitte sets the quality standards for textiles manufactured for sale in the internal market as well as for export.

India exports yarn to Japan, United States, United Kingdom, Russia, France, Nepal, Singapore, Sri Lanka and other countries. India has the second-largest installed capacity of spindles in the world, with 43.13 million spindles (30 March 2011)^[25] after China. Although India has a large share in world trade of cotton yarn, its trade in garments is only 4% of the world's total.

India has the largest cotton acreage, with 12,4 million hectares under cultivation, which accounts for around 36 percent of the global total of 34,1 million hectares.^[26]

Jute

India is the largest producer of raw jute and jute goods and the third largest exporter after Bangladesh. There were about 80 jute mills in India in 2010–11, most of which are located in West Bengal, mainly along the banks of the Hooghly River, in a narrow belt (98 km long and 3 km wide).

In 2010-2011 the jute industry was supporting 0.37 million workers directly and another 400,000 small and marginal farmers who were engaged in the cultivation of jute.

Challenges faced by the industry include stiff competition in the international market from synthetic substitutes and from other countries such as Bangladesh, Brazil, Philippines, Egypt and Thailand. However, the internal demand has been on the rise due to Government policy of mandatory use of jute packaging. To stimulate demand, the products need to be diversified. In 2005, the National Jute Policy^[27] was formulated with the objective of improving quality, increasing productivity and enhancing the yield of the crop.

The main markets for jute are the United States, Canada, Russia, United Kingdom and Australia.

Silk

India is the second largest silk producer (18% of the world's silk production) of world after China (70% of the global silk production and 90% of the world's silk exports). There are mainly four types of silk varieties produced by different species of silkworms namely Mulberry, Eri, Muga, Tropical Tasar and Temperate Tasar.



Ministry of Textile and Industry

In 2000, the Government of India passed the National Textile Policy. The major functions of the Ministry of Textiles are formulating policy and coordination of man-made fiber, cotton, jute, silk, wool industries, decentralization of power loom sector, promotion of exports, planning & economic analysis, finance and promoting use of information technology. The Ministry of Textiles is currently led by Piyush Goyal. Darshanaben Jardosh is currently Minister of State. The advisory boards for the ministry include All India Handlooms Board, All India Handicrafts Board, All India Power looms Board, Advisory Committee under Handlooms Reservation of Articles for Production and Co-ordination Council of Textiles Research Association. There are several public sector units and textile research associations across the country.

II. DISCUSSION

The Great Bombay Textile Strike was a textile strike called on 18 January 1982 by the mill workers of Mumbai under trade union leader Dutta Samant. The purpose of the strike was to obtain a bonus payment and an increase in wages. Nearly 250,000 workers of 65 textile mills went on strike in Mumbai.^[1]

History of mills in Bombay

Built in 1887, Swadeshi was Bombay's first textile mill, the first of the factories that spread over many parts of the island city in the next decades. Rastriya Mill Mazdoor Sangh was the officially recognized union of the Mills. By 1982, a new militant union leader by the name of Datta Samant had arrived on the scene. Earlier he had got major wage increases for workers of Premier Automobiles and a section of the mill workers were hoping for the same. The major difference between Premier Automobiles and the mills was that the former was a very profitable company and the mills were all sick units. Later that year Dutta Samant led the textile strike, over 240,000 people worked in Girangaon.^[2]

Protests

In late 1981, Dutta Samant was chosen by a large group of Bombay mill workers to lead them in a precarious conflict between the Bombay Mill Owners' Association and the unions, thus rejecting the INTUC-affiliated Rashtriya Mill Mazdoor Sangh which had represented the mill workers for decades. Samant planned a massive strike, forcing the entire industry of the city to be shut down for over a year. It was estimated that nearly 250,000 workers went on strike and more than 50 textile mills were shut in Bombay permanently.

Samant demanded that, along with wage hikes, the government scrap the Bombay Industrial Act of 1947 and that the RMMS would no longer be the only official union of the city industry. While fighting for greater pay and better conditions for the workers, Samant and his allies also sought to capitalize on and establish their power on the trade union scene in Mumbai. Although Samant had links with the Congress and Maharashtra politician Abdul Rehman Antulay, Prime Minister Indira Gandhi considered him a serious political threat. Samant's control of the mill workers made the Congress leaders fear that his influence would spread to the port and dock workers and make him the most powerful union leader in India's commercial capital. Thus the government took a firm stance of rejecting Samant's demands and refusing to budge despite the severe economic losses suffered by the city and the industry. As the strike progressed through the months, Samant's militancy in the face of government obstinacy led to the failure of any attempts at negotiation. Disunity and dissatisfaction over the strike soon became apparent, and many textile mill owners began moving their plants outside the city. After a prolonged and destabilizing confrontation, the strike collapsed with no concessions having been obtained for the workers. The closure of textile mills across the city left tens of thousands of mill workers unemployed and, in the succeeding years, most of the industry moved away from Bombay after decades of being plagued by rising costs and union militancy. It is one reason why some industries in India settled in Gujarat Although Samant remained popular with a large block of union activists, his clout and control over Bombay trade unions disappeared.^[3]

Consequences

The majority of the over 80 mills in Central Mumbai closed during and after the strike, leaving more than 150,000 workers unemployed.^[4] The textile industry in Mumbai has largely disappeared, reducing labour migration after the strikes.^[5]



One of the consequences of the strike's failure was that labour laws in the country were mellowed and 'liberalized' since unions lost their foothold. Until 1980s, labour laws were stringent to appease the unions. As labour market became less transparent and unified, exploitative placement agencies popped up in the city, so a large population moved to contractual employment, which lacked all the benefits of organised sector like provident funds or even job security. This job insecurity also pushed a lot of the youth, especially Maharashtrian youth into the arms of the regional party Shiv Sena, so even if their parents had been communists, the children became Shiv Sainiks.

The industries in Mumbai shut down and moved to the periphery or to other states as the land became a real estate gold mine. Mumbai's functional nature changed from industrial to commercial.^[6]

III. RESULTS

The Ministry of Textiles is an Indian government national agency responsible for the formulation of policy, planning, development, export promotion and regulation of the textile industry in India. This includes all natural, artificial, and cellulosic fibers that go into the making of textiles, clothing and Handicrafts.

The current Minister of Textiles is Piyush Goyal.^[2]

Main functions of the Ministry

- Textile Policy & Coordination
- Man-made Fibre/ Filament Yarn Industry
- Cotton Textile Industry
- Jute Industry
- Silk and Silk Textile Industry
- Wool & Woollen Industry
- Decentralised Powerloom Sector
- Export Promotion
- Planning & Economic Analysis²⁷

Organizations

Attached Offices

- Office of the Development Commissioner for Hand-loom
- Office of the Development Commissioner for Handicrafts

Subordinate Offices

- Office of the Textile Commissioner
- Office of the Jute Commissioner

Central Public Sector Undertakings (CPSUs)^[3]

- National Textile Corporation Ltd. (NTC)
- British India Corporation Ltd. (BIC)
- Cotton Corporation Of India Ltd. (CCI)
- Jute Corporation of India (JCI)
- National Jute Manufactures Corporation Limited (NJMC)
- Central Cottage Industries Corporation (CCIC)
- National Handloom Development Corporation Ltd. (NHDC)



Statutory Bodies^[4]

- Jute Manufacturers Development Council
- Central Silk Board
- Textile Committee
- Commissioner of Payments
- National Institute of Fashion Technology (NIFT)

Advisory Bodies

- Development Council for Textile Industry
- Co-ordination Council for Textile Research Associations
- Co-ordination Committee of Textiles Export Promotion Council

Autonomous Bodies

- Central Wool Development Board
- National Institute of Fashion Technology (NIFT)
- Sardar Vallabhbhai Patel International School of Textiles & Management, Coimbatore
- Indian Institutes of Handloom Technology

IV. CONCLUSIONS

Textile is an umbrella term that includes various fiber-based materials, including fibers, yarns, filaments, threads, different fabric types, etc. At first, the word "textiles" only referred to woven fabrics.^{[1]:3[2]:5[3]} However, weaving is not the only manufacturing method, and many other methods were later developed to form textile structures based on their intended use. Knitting and non-woven are other popular types of fabric manufacturing.^[4] In the contemporary world, textiles satisfy the material needs for versatile applications, from simple daily clothing to bulletproof jackets, spacesuits, and doctor's gowns.^{[3][5][4]}

Textiles are divided into two groups: consumer textiles for domestic purposes and technical textiles. In consumer textiles, aesthetics and comfort are the most important factors, while in technical textiles, functional properties are the priority.^{[4][6]}

Geotextiles, industrial textiles, medical textiles, and many other areas are examples of technical textiles, whereas clothing and furnishings are examples of consumer textiles. Each component of a textile product, including fiber, yarn, fabric, processing, and finishing, affects the final product. Components may vary among various textile products as they are selected based on their fitness for purpose.^{[4][7][6]}

Fiber is the smallest component of a fabric; fibers are typically spun into yarn, and yarns are used to manufacture fabrics.^{[8][7]} Fiber has a hair-like appearance and a higher length-to-width ratio. The sources of fibers may be natural, synthetic, or both. The techniques of felting and bonding directly transform fibers into fabric. In other cases, yarns are manipulated with different fabric manufacturing systems to produce various fabric constructions. The fibers are twisted or laid out to make a long, continuous strand of yarn.^[2] Yarns are then used to make different kinds of fabric by weaving, knitting, crocheting, knotting, tatting, or braiding.^{[9][10][5]} After manufacturing, textile materials are processed and finished to add value, such as aesthetics, physical characteristics, and increased usefulness.^[11] The manufacturing of textiles is the oldest industrial art.^[12] Dyeing, printing, and embroidery are all different decorative arts applied to textile materials.^[13]

Clothing industry or garment industry summarizes the types of trade and industry along the production and value chain of clothing and garments, starting with the textile industry (producers of cotton, wool, fur, and synthetic fibre), embellishment using embroidery, via the fashion industry to apparel retailers up to trade with second-hand clothes and textile recycling. The producing sectors build upon a wealth of clothing technology some of which, like the loom, the cotton gin, and the sewing machine heralded industrialization not only of the previous tex-

tile manufacturing practices. Clothing industries are also known as allied industries, fashion industries, garment industries, or soft goods industries.

Terminology

By the early 20th century, the industry in the developed world often involved immigrants in "sweat shops", which were usually legal but were sometimes illegally operated. They employed people in crowded conditions, working manual sewing machines, and being paid less than a living wage. This trend worsened due to attempts to protect existing industries which were being challenged by developing countries in South East Asia, the Indian subcontinent and Central America. Although globalization saw the manufacturing largely outsourced to overseas labor markets, there has been a trend for the areas historically associated with the trade to shift focus to the more white collar associated industries of fashion design, fashion modeling and retail. Areas historically involved heavily in the "rag trade" include London and Milan in Europe, and the SoHo district in New York City.^[1]

There are considerable overlaps between the terms clothing-/garment-, textile- and fashion industry. The clothing sector is concerned with all types of clothes, from fashion to uniforms, e-textiles and workwear. Textile industry is less concerned with the fashion aspect but produces the fabrics and fibres that are required for tailoring. The fashion industry closely follows - and sets - fashion trends to always supply the latest in non-functional clothing.²⁷

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