

Garment Industry - A Panacea for Sustainable Economic Development

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Abstract- Among green industry garment industry plays a major role in achieving sustainable development as clothing is one of the basic necessities of life. Green clothing today is not merely a fashion statement but it has become a way of life. There is immense scope to improve operational or financial efficiencies and reduce the negative environmental footprint of the apparel life cycle. The objectives of the study are, to know the environmental regulations governing apparel industry and to know if apparel industries are aware about certification and green labeling. The study has used both primary and secondary data to study the objectives. The study revealed that MSMEs form the major chunk of private sector in Karnataka. The companies obtain certification for green apparels for only exports and not for domestic market, because demand for such products in India is limited.

INTRODUCTION

Environmental degradation is one of the ten threats according to the 'High level Threat' panel of the United Nations. The 20th century witnessed unprecedented industrialization and intensifying environmental degradation. A strict enforcement of environmental regulations by the countries of the world have forced industries to switch over to clean technology and production of green products. Therefore the concept of Green industry is emerging as a panacea for sustainable economic development.

Emergence Of Green Industries

For many years most companies regarded environmentalists as un-friendly and reluctantly accepted environmental regulations. First it was accepted by most polluting industries such as chemicals and oils. After the 'Earth Day' in 1990, some other industries also started embracing green philosophy. This development gave way to the emergence of Green Industries, a term coined by

United Nations Industrial Development Organisation (UNIDO). UNIDO defines "Green Industry as economies striving for a more sustainable pathway of growth by undertaking green public investment and implementing public policy initiatives that encourage environmentally responsible private investment. Among green industry garment industry plays a major role in achieving sustainable development as clothing is one of the basic necessities of life.

Environmental Regulations To Textiles and Apparel Industry

REACH- Registration, evaluation, authorization and restriction of chemicals-An environmental regulation.

TESA- Tennessee environmental streamlining agreement.

CPSIA- Consumer product safety improvement act of 2008-USA.

ECO-Certification/Third party certification

Companies may also get their products and processes evaluated and certified by a third party agency that textiles from raw materials to end product comply by environmental regulations. They are:

- The OKE-TEX Standard 100 and Standard 1000 ; MBDC-S cradle to cradle design; Protocol and blue sign and standard ; GOTS- Global organic textile standards ; MADEBY; Intertek Eco-Certification ; Green leaf mark- Intertek green leaf mark;
- WRAP Certification-The World responsible apparel production principles

International Scenario:

Eco labelled products was first put to sale in Germany in 1970's. Now in recent years they are

gaining importance in a number of developing countries, such as Brazil, India, Indonesia and Thailand. The concept was globally endorsed in 1992 UNCED-where Governments agreed to encourage expansion of environmental labeling. Developing countries fear that if they fail to meet the product specific criteria established by environmental programme, market entry will be restricted.

Indian Scenario

Ministry of Environment and Forest Govt. of India introduced eco labeling scheme called Eco mark in 1991.

Green Industries in India

The ministry of environment and forest pollution has classified industries into:

RED- heavily polluting industries, with pollution index score of 60 and above

ORANGE-less polluting, with pollution index score between 41 -59

GREEN-least polluting with pollution index score 21-40

WHITE- With pollution score of upto 20

The industries that come under Green category are:

Advertising, Agriculture, Aviation, Banking, Biotechnology, Biscuit, Chocolate, Coir, Cosmetic, Cottage, Electronic, Food processing, Furniture, Garment, Insurance, Information Technology, Leather, Music, Mutual fund, Pearl, Plastic, Poultry, Railway, Real estate, Retail, Shipping, Solar, Tea, Telecom, Television, Tourism, Toys and Turbine industry (pollution control board of India).

Significance of Indian Textiles and garment industry

Under green industry category, India's apparel industry the last stage of the textile value chain is a well organized enterprise and is one of the best in the world. The textile industry in India contributes to industrial output-20%, export earnings-35%, 1 to 1.5% import bill, direct employment-35%. The ready made garment (RMG) is one of the sectors which has seen a dramatic growth in terms of investment, output, employment and exports in the post economic liberalization period. There are 70 textiles and clothing clusters in India which contributes 80% of total production. There are 39 power looms and 13 RMG clusters in India.

The major garment industries in India are: Bombay, Delhi, Bengaluru.

In Karnataka garment industries are concentrated in Bengaluru, Bellary, Shivmoga, Dharwad and Belgaum.(Directorate of Industries and Commerce). In Karnataka especially Bengaluru has a strong apparel industry base since a long time. There are about 15000 medium to big units in Bengaluru and a number of small units in and around Bengaluru and Bellary.

Review of Literature

- The Indian consumers particularly middleclass for over last two decades have become environmentally conscious which has been revealed by a survey conducted by Greendex in 2012. Indian consumers are choosing to buy environmentally friendly products among 17 countries, Indian consumers have the highest percentage of respondents who are skeptical of green industry.
- Governmental bodies are forcing firms to become more responsible (NAG 1990).
- Eco friendly competitor makes the firms to change their environmental activities (NAG 1990).
- From the review of literature there are reasons for firms to adopt green industries strategy.

Need for the Study

Green clothing today is not merely a fashion statement but it has become a way of life. There is immense scope to improve operational or financial efficiencies and reduce the negative environmental footprint of the apparel life cycle. Green apparel is a means to achieve sustainable development, hence the study becomes important.

Research issues

Though garment segment under textile industry category has bright prospects, it is posing a serious threat to environmental protection. Garment Industry can do a lot in mitigating green house gas emissions (GHGE). Therefore the industry needs to be made sustainable by producing green apparels. Therefore apparel industry under green industries category is selected.

Objectives of the study

- To study environmental regulations governing apparel industry.

- Whether apparel industries are aware about certification and green labeling.

Methodology

The study has used both primary and secondary data to study the objectives. The secondary data was collected from Government offices like Department of Textiles, Pollution Control Boards, Ministry of Forest and Environment, from both published and unpublished documents, annual reports etc. And primary data from apparel manufactures through interviews

Analysis and Findings

The study revealed that MSMES form the major chunk of private sector in Karnataka. The companies obtain certification for green apparels for only exports and not for domestic market, because demand for such products in India is limited.

The New textile policy of Karnataka to make textiles and apparel industries competitive.

The Nuthana Javali Neethi –2013-2018 of Govt. of Karnataka has made following provisions for making textiles and apparel products globally competitive:

- Credit Linked Capital Subsidy
- Interest Subsidy
- Common Effluent Treatment Plant
- Capacity Building support for Marketing, Branding & Product Diversification
- HRD & Skill Up-gradation
- Quality Certification will also be established for the manufacturing process and the finished goods, as per the international standards which would encourage exports.
- Policy to be focused on eco-friendly manufacturing and eco-labelling of products. State Government will promote eco-friendly fabric and apparel manufacturing projects which conforms to specifications laid out as per international benchmark.

CONCLUSION

Green clothing is still in the infancy stage. But there will be definitely a transition from traditional clothing to green fashions in the near future. Therefore by providing appropriate training and creating awareness about cleaner production practices, adopting lean technology, product lifecycle management (PLM) and cradle to cradle

approach the apparel manufacturers will switch over to the production of green apparels.

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