

Trends and Development in Modern India for Textile Department

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Abstract - In the era of wearable computing, intelligent systems are breaking the bounds of traditional textiles and their design. The integration of the technologies with clothing, accessories, upholstery, or industrial technical textiles provides higher user-comfort and enables their seamless use in everyday activities. Investment in spinning and weaving equipment are increased very rapidly in Countries which is producing and exporting textiles. The Government will devise suitable measures to facilitate that the Textile Industry grows at the rate of 18% per annum. The Government will also take efforts to address the labour force will be generated by creating new infrastructure and also by strengthening the existing ones. Government of India is moving towards increasing productivity for increasing export growth of textiles. Purchasing new machinery or enhancing the quality of the existing machinery and introducing new technology can also be very useful in increasing the research and development (R and D) related activities that in the modern era are very important for increasing the industrial growth of a country. Some of the recent trends and developments of Textiles business will be discussed in this article.

Index Terms - E Marketing, SITP, optic fibers, Indian textiles

INTRODUCTION

The Textile Industry is a major foreign exchange earner of the Country. It earns more than 35% of the total exports revenue made in our country. The Textile Industry occupies a very important place in the Indian economy. In the human life Apparel has created a vital place from the ancient time to till modern era of globalisation around the world. The textile market also called as global market because of its vital shares. The textile industry is one of the traditional industries in the world starting from 3000BC. Textile products production became the second large scale economic industry providing considerable employment which is just next to agriculture industry. Textile products and textile machineries industries are vital parts of the

world economy, providing employment to tens of millions of both men and women workers in all over more than two hundred countries. The world textile industry is on continual institutional changes every day due to globalisation and heavy competition. The Government will devise suitable measures to facilitate that the Textile Industry grows at the rate of 18% per annum. The Government will also take efforts to address the labour force will be generated by creating new infrastructure and also by strengthening the existing ones. China, India, Pakistan and Vietnam are the traditional giants in the manufacturing of textile products and machineries, and they are always having competition with each other. Even though the textile industries plants are located throughout the world, China is dominating the entire scene with respect to textiles products and machineries. India is one of the world's largest manufacturers and exporter of textiles products and it has invested in more spinning and weaving equipment second to china. The main factor which is contributed to lagging in the cotton textile industry throughout the world is outdated technology of machineries and getting skilled labours when compared to positive growth factors like ecological friendly, good biodegradable character of cotton, better versatility, export capability, creation of employment for people by it in industrial and agricultural sectors.

INDIAN TEXTILE INDUSTRY

India's textiles sector is one of the mainstays of the national economy. It is also one of the largest contributing sectors of India's exports contributing 11 per cent to the country's total exports basket. The textiles industry is labour intensive and is one of the largest employers. The Indian textiles industry, currently estimated at around US \$108 billion, is expected to reach US \$ 141 billion by 2021. The

industry is the second largest employer after agriculture, providing direct employment to over 45 million and 60 million people indirectly. The Indian Textile Industry contributes approximately 5 per cent to GDP, and 14 per cent to overall Index of Industrial Production (IIP). The Indian government has come up with a number of export promotion policies for the textiles sector. It has also allowed 100 per cent FDI in the Indian textiles sector under the automatic route. Cotton prices have stabilised and the steep decline in the prices of crude oil has made synthetic fibres more affordable. The efforts of our exporters to diversify into new markets in the context of the demand recession in our traditional markets in recent years have started showing positive results. The recent measures taken by government to reduce interest rates and liberalise labour laws and the industry friendly bills that are expected to be passed in the parliament would help to augment investment in the manufacturing sector including in the textiles industry. At the State level also, industry-friendly textile policies have been announced by the States with substantial textile production, creating a competitive investment climate. The textiles sector is the second largest provider of employment after agriculture. Thus, growth and all-round development of this industry has a direct bearing on the improvement of the India's economy. The fundamental strength of this industry flows from its strong production base of wide range of fibres / yarns from natural fibres like cotton, jute, silk and wool to synthetic /man-made fibres like polyester, viscose, nylon and acrylic. In India, the textile industry is the single largest industry with 50 lakhs peoples are employed directly or indirectly with respect to 1800 textile mills located in different parts of India.

PROBLEMS AND CHALLENGES FOR RAPID GROWTH

The lack of research and development (R and D) in the many especially in cotton sector of Bangladesh has resulted in low quality of cotton in comparison to rest of Asia. Because of the subsequent low profitability in cotton crops, farmers are shifting to other cash crops, such as sugar cane. It is the lack of proper R and D that has led to such a state. They further accuse cartels, especially the pesticide sector, for hindering proper R and D. The pesticide sector stands to benefit from

stunting local R and D as higher yield cotton is more pesticide resistant. Moreover, critics argue that the textile industry has obsolete equipment and machinery. The inability to timely modernize the equipment and machinery has led to the decline of India textile competitiveness. Due to obsolete technology the cost of production is higher in India as compared to and china. Introduction of minimum tax on domestic sales would invite unavoidable liquidity problem, which is already reached to the alarming level. Also, the textile industry was facing negative generation of funds due to unaffordable markup rate on the one hand and acute shortage of energy supply and unimaginable power tariff for industry. The cost of production of textile rises due to many reasons like increasing interest rate, double digit inflation and decreasing value of Indian rupee. The above all reason increased the cost of production of textile industry which create problem for a textile industry to compete in international market. High cost of doing business is because of intensive increase in the rate of interest which has increased the problems of the industry. Many joint meetings of organization were held at different times to formulate a joint strategy to address the alarming electricity crisis being faced by the textile industry. The meeting unanimously decided to constitute a joint working group of electricity management for the textile industry in the larger interests of the value chain of the textile industry. The joint working group will meet shortly to design a detailed plan to pursue the following goals; immediate total exemption from Electricity load shedding for the textile industry value chain; Rationalization and reduction of electricity tariff. The load-shedding of electricity cause a rapid decrease in production which also reduced the export order. The cost of production has risen due to instant increase in electricity tariff. Due to load shedding some mill owner uses alternative source of energy like generator which increase their cost of production further. Due to such dramatic situation the capability of competitiveness of this industry in international market effected badly. Indian textile industry is facing problem of Low productivity due to its obsolete textile machineries. To overcome this problem and to stand in competition, Indian Textile Industry will require high investments. There is a continuous trend of investing in spinning since many years.

OPTICAL FIBRE APPLICATION IN TEXTILES

Wearable computing additionally makes it possible to integrate data and telecommunication devices, play consoles, or even full-time control of life functions. Polymer optic fibre applications can reasonably be expected in interior textile integration, typically in automotive vehicles and public buildings, where the data channels are to be hidden. In lighting, the new LED sources may reduce indication light use of POF, and niche architecture solutions are left. However, the most attractive future applications are in field of para-textiles, such as chemical measurements in filters in use. As another example, we may refer to measurements integrated in different insulation constructions. When in combination with the technical textiles there is a need to measure very small volumes and aggressive environments on-line, especially chemical states, the optodes provide solutions. Furthermore, the measuring solutions in para-textile applications contain obvious possibilities. Optodes can be integrated into demanding environments, in small spaces, and not least without the necessity for electricity conduction and tension inside the textile.

MARKETING INITIATIVES

E-marketing is the most immediate, flexible and cost-effective marketing tool available in business today. Businesses have to embrace the Web as a platform as a way to do business in this day and age. This study is focused on the marketing of organic textile products through e-marketing and how the Internet and Web based marketing tools can help to create awareness about the distinguishing features of organic textile and to eliminate any mistrust of consumers about these products. E-marketing would also help to make these environmentally friendly products available at the doorsteps of the consumers. More than 1000 contemporary designs with technical details and regional language interface have been hosted for free download on the website of National Centre for Textiles Design (NCTD). Coordinated effort has been planned and executed for the first time with Flipkart for handloom weavers which will bridge the missing linkages of market intelligence, market access and logistics and help the Indian weavers in getting remunerative prices for their products,” the Textiles Ministry said. The weavers will sell their products

under their brand name and evolve as an entrepreneur selling his products directly to buyers across the country without stepping out of their workplace. In India, a major portion of garments are being made in the state of Tamilnadu. It has a strong production base and account for about one – third of textiles production in the country and accounts 37.5 percent of India’s total production. Even though the global market finds a recession, the textile industry products exports in total merchandise exports was considerably increased to 13 % from 11% in 2009. New markets were created to promote exports, with respect to markets like European Union and United States of America. For promoting exports, mega textile shows are carried out new markets

SCHEME FOR INTEGRATED TEXTILE PARKS (SITP)

Though the Indian textile industry has its inherent advantages, infrastructure bottleneck is one of the prime areas of concern. To provide the industry with world-class infrastructure facilities for setting up their textile units, the Scheme for Integrated Textile Park (SITP) was approved in July 2005 to create new textile parks of international standards at potential growth centers. Taking into consideration the response to the scheme and the opportunities for the growth of textile industry in the quota free regime, the Government of India have decided to continue the SITP in the 11th Five Year Plan. Ten (10) Textiles Park projects will be approved at the first instance. This will facilitate additional investment, employment generation and increase in textiles production. Scheme for Integrated Textile Park was attracting foreign direct investment by providing fiscal stimulus and Technology up gradation Fund Scheme. Scheme for Integrated Textile Park was started by Government of India aims towards the automation and development of the textile industry. National Textile Corporation Limited one of the autonomous bodies of government of India has modernized 17 textiles mills industries which is located in different parts of India. Government of India also allotted 200 crore grant for making 20 Common Effluent Treatment Plants at dyeing to create and ensure zero liquid discharge.

TEXTILE EDUCATION AND SKILL DEVELOPMENT

Ministry of Textiles, Government of India, has launched an ambitious scheme entitled "Integrated Skill Development Scheme for the Textile and Apparel sector including Jute and Handicrafts" to address the trained manpower needs of the Textile and related segments. Several geographically located centres within the country have been identified for organizing the skill development programs in a mission mode. The main objective of the scheme is the upgradation of skill development of labourers to fetch increments, self-employment, incentives, etc. This will ultimately help in livelihood of the trainees. Training would be at various levels viz., managerial, technical and operator level. The programmes would be devised for the already existing manpower to upgrade their skill. Also, the new recruits will be trained to serve the needs. Course structure is tailor made to meet the demand for skilled manpower in the fields of Textile Technology, Fashion Technology, Apparel Merchandising, Export & Import, CAD and also for power loom units in the catchment area of the Power loom Service Center (PSCs) at Bhiwandi. As is evident from various surveys conducted on the growth of textiles in India, it is the fastest growing field. However, the only impediment in this so far is the lack of skilled manpower to use the technology to Indian benefit. The training program will bridge this gap and the curriculum and methodology of training will bring about radical changes in the trainee for appropriate application in the different areas of growth of textiles viz., manufacturing, marketing, services, entrepreneurship etc. Some private sector like Centre of Textile Functions also aims at developing a cadre of socially responsive textile technocrats by providing quality education to the rural and urban youth. The center works closely with our group's most modern textile park that houses many organizations that operate a variety of textile processes such as Ginning, spinning, knitting, weaving, wet processing and garmenting. This partnership helps in updating student's technical knowledge as per changing industry requirements. We believe that the industrial exposure helps students to become better professionals.

CONCLUSION

The Indian textiles and apparel industry is expected to grow to a size of US\$ 223 billion by 2021, according to a report by Technopak Advisors. Abundant

availability of raw materials such as cotton, wool, silk and jute as well as skilled workforce have made the country a sourcing hub. The Government of India and the Textile products manufacturing industry should collaborate each other and should create a plan for addressing the key parameter issues and promote the export of textile products from India with good strategies. Innovations ideas in logistics and supply chain of products, quality control and branding of products will be a key tool for providing sustainable growth in export textile industry products. The organisations should provide good compensation policy and welfare schemes and for the employees to retain them in the industry. Management, workers and all stakeholders of textile industry should be ready to compete for sustainability in the market. There is active research related to intelligent clothing. The applications combine electronics and information technology with textiles. This began with military applications, but later the solutions have been combined into leisure products and safety clothing. Finally, this paper reflects that wholehearted joint efforts from manufacturers, buyers, suppliers, government, and other stockholders are highly expected to accomplish the development of potential and sustainable textile industries growth in India. The Government of India changed its direction from increasing export growth to increase production to Educational institution strengthening and increasing employment opportunities.

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