

Globalisation and Its Impact on Green Industry with Reference to Apparel Industry in Karnataka

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INTRODUCTION

India which experienced IT and BT boom is now gearing up to witness apparel boom in the backdrop of lifting of sanctions on textile imports by the US and European countries following the withdrawal of ATC in 2005. India is considered as the most favourable destination for these countries. Apparel being more brand driven will definitely attract more reputed brands and consumers are likely to get Ready made garments at affordable prices. The garment segment under textile industries has bright prospects and provides tremendous opportunities for sourcing from India. Therefore Indian garment industry has to be made globally competitive.

Due to large quantity of products manufactured, used and disposed of the textile and apparel industry has a huge environmental impact in every phase of product life cycle. Apparel Industry can do a lot in mitigating green house gas emissions (GHGE). The industry needs to be made sustainable by producing green garments. Therefore garment industry under green industries category is selected.

Major garment industries in India

The major garments industries in India are: 1. Bombay
2. Delhi 3. Bangalore.

In Karnataka garment industries are concentrated in:

1. Bengaluru
2. Bellary
3. Shimoga
4. Dharwad
5. Belgaum.

(Directorate of Industries and Commerce)

SIGNIFICANCE OF APPAREL INDUSTRIES IN KARNATAKA:

Karnataka is one of the leading industrialized States in the country. It has carved a niche in textile and garment industry. The readymade garment (RMG) is one of the

sectors which has seen a dramatic growth in terms of investment, output, employment and exports. Apparels are sourced to Lee, Levis, Arrow, GAP, Izod, Gant, Elle, Cherokee, Polo and other sustainable brands .

REVIEW OF LITERATURE

Before enlightening the objectives of the study, a brief review of literature related to apparel industry is essential.

Ajay Shankar (10th Sept.2009) at International Conference on Green Industry in Asia say that “we need to think about pragmatic and realistic and environmental sustainability and the critical role of innovation and greening of industry. Equity, the right to development and the principle of common but differentiated responsibilities have to be the basis of our approaches”.

Guo-Caing Wu, n, Jyh-Hong Ding, Ping-Shunchen(2011) have proposed empirical study of Taiwan’s textile and apparel manufacturers which investigates the relationships between green supply chain management(GSCM) drivers and GSCM management practices.

Review of literature reveals that most studies on sustainability, green industry, has been conducted in developed countries and very few of them have been done from developing countries and especially from emerging economies like India. Therefore this study is an attempt to fill the gap.

OBJECTIVES

Based on the above discussion the present study seeks to set the following objectives

- To examine whether lean practices and green supply chain design is applied in apparel industry in karnataka

- To study the health issues and ergonomic issues in apparel industry in Karnataka

DISTRICT WISE DISTRIBUTION OF
READYMADE GARMENT INDUSTRY IN
KARNATAKA

METHODOLOGY

In Bengaluru garment industries are concentrated in Bommanahalli, Bommasandra, Peenya industrial estate, Rajajinagar industrial area and Yeshwanthpur. Karnataka, especially Bangalore, has a strong garment industry since long time. There are about 15,000 medium to big units in Bangalore and number of small units in and around Bangalore and Bellary.

In order to examine the objectives of the study apparel industry of Arvind Fashions at Bommasandra, Electronic City, Yeshwanthpur and Chitradurga were selected.

Bangalore cluster caters to men, women and kids wear. The chief export market is EU, US & UAE. and marginally, Canada, South Africa, Hong Kong, Australia and Singapore. 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. Aravind apparel company in Bengaluru of Karnataka state has been selected. Karnataka, the textile capital of India has carved a niche in textile & apparels as well. Bengaluru the capital city of Karnataka is one of the leading centres of Ready Made Garments along with Tirupur, Kolkatta, Ludhiana. Karnataka accounts for 20% of national garment production and 8% of exports. Some of the largest export houses are established here. After 1947 apparel industries started picking up to cater to the apparel needs of local population. Further, secondary data is also collected from Arvind sustainability report 2014-16. The primary data was collected through questionnaire and interviews.

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Sl NO.	DISTRICT	NO. OF UNITS	EMPLOYMENT
1	Bengaluru Urban	2039	4577
2	Belagam	772	2685
3	Bellary	1282	6144
4	Bijapur	613	3553
5	Bidar	612	2482
6	Chitradurga	256	985
7	Chikmagalur	334	1432
8	Madikeri	235	1292
9	Dharwad	1595	7031
10	Gulbarga	655	3363
11	Hassan	300	1751
12	Karwar	204	781
13	Mangalur	584	3718
14	Kolar	676	4942
15	Mandhya	299	2050
16	Mysore	567	3536
17	Raichur	139	638
18	Shimoga	1251	5442
19	Tumkur	557	11965
20	Bengaluru Rural	518	2268
21	Bagalkote	49	197
22	Chamrajnagar	46	157
23	Davangere	111	301
24	Gadag	136	360
25	Haveri	37	99
26	Koppal	14	34
27	Udupi	36	281
28	Total	13917	113164

(Source: Directorate of Industries & commerce, Government of Karnataka, Bengalore)

Findings: Arvind fashions and its subsidiaries reveal that

- Khadi Denim is perhaps the most sustainable denim fabric ever made- no chemicals, no electricity, no high technology and no use of depletable resources.
- Engaged in Fair Labour Practices which includes payment of minimum wages, protection of human rights, prevention of child/ forced labour. Has adopted ‘Social Accountability Management System’ (SAMS) as per the SA8000:2008 standard and has been externally audited by Bureau Veritas
- Has addressed ergonomic issues

- Adhered to Occupational Health and Safety Assessment Series (OSHAS 18001:2007 certification)
- Their operations are ISO 9001:2008(QMSs) and ISO 14001:2004 (EMSs) certified
- Has reported at Carbon Disclosure Project (CDP) for two year in a row.
- Has presented sustainability disclosures using thr GRI G4 sustainability reporting guidelines
- Arvind is one of the five corporate in India, to be a part of Global Coalition of Corporates, initiated by world bank.
- Arvind Envisol a subsidiary of the company received global patent for polymeric film evaporation technology (PFET) which saves 80% energy cost.

CONCLUSION

The study reveals that the application of GSCM, Lean and ergonomic interventions has successfully addressed three pillars of sustainability namely social, economic and environmental aspects. The apparel industry in Karnataka has

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