



ORIGINAL RESEARCH PAPER

Management

WOMEN EXCELLENCE IN INDIAN TEXTILE INDUSTRY

KEY WORDS:

Entrepreneurship, textile, subsidy, women, opportunity.

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ABSTRACT

India is in a blooming economic power in today's global market. Entrepreneurial development is one the major factor for the socio-economic development. Among different industries developed, the Indian textile industry and the way that it operates in the global economy exhibit how a country's development has created a social environment. Though our country always shows very good growth in terms of apparel exports, on comparison with other countries reveals that India lost opportunity in the past in growth trends of its textile and clothing industry. Government of India has developed many schemes for the entrepreneurial development of the country focusing in different areas. With this now a days, numbers of women are entering into this field of textile both as an entrepreneur as well as normal work. Moreover wide range of small and medium firms and various subsidies and schemes of the government is a motivational factor for the women to satisfy their inner desire and passion in this field. This article is a small attempt to know the excellence of women in the field of textile as well as identifying the scope and opportunities in the textile industry,

Introduction:

The textiles sector is the second largest supplier of employment after agriculture. The textiles industry has made a major contribution to the national economy in terms of net foreign exchange earnings and contribution to the GDP. India is blessed with natural resources and has more installed spindles to make spun yarn than any other country and has the most looms in place to weave fabric. In a report by Corporate Catalyst India, it is stated that "the Indian textile industry contributes about 14 per cent to industrial production, 4 per cent to the country's gross domestic product (GDP), and 17 per cent to the country's export earnings" ("A Brief Report on Textile Industry in India"). The world is looking up to the Indian textile industry to deliver its goods using technologies used and developed elsewhere be it the USA or Japan or Hong Kong. India has an untapped potential to become in the top three lists of producers as well as exporters.

Indian textile industry is having the advantage of availability of low cost and skilled man power, availability of large varieties of cotton fibre and has a fast growing synthetic fibre industry. More over India is one of the largest exporters of yarn in international market. The Indian textile industry comprises three interrelated but competing sectors—the organized mill sector and the decentralized handloom and power loom sectors.

Women entrepreneurs in India comprised a small proportion of the total entrepreneurs. The emergence of women entrepreneurs has been hampered by attitudinal constraints, and social traditions. Due to the lack of technical knowledge and little competition from men, Indian women have contributed for the most part to household industries. The spread of education and growing awareness among women have motivated women to enter the fields of engineering, electronics, energy and such other industries. As part of the Human Resource development, most of the countries are aiming on women development. ie the Indian government has been providing subsidies for women entrepreneurs and special provisions for category of entrepreneurs belonging to schedule caste, schedule tribe and women .Various policies and schemes have been framed by the government for the upliftment and promotion of women 's towards the working life.

Initiatives of the Government in the Textiles Sector

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. Initiative will be taken into consideration by Government of India.

- The Union Ministry of Textiles, Government of India, along with Energy Efficiency Services Ltd (EESL), has launched a technology upgradation scheme called SAATHI (Sustainable and Accelerated Adoption of Efficient Textile Technologies to Help Small Industries) for reviving the powerloom sector of India.

- The Government planned to connect as many as 5 crore (50 million) village women to charkha (spinning wheel) in next 5 years with a view to provide them employment and promote khadi and also, they inaugurated 60 khadi outlets which were renovated and re-launched during the completion of KVIC s 60th anniversary and a khadi outlet.
- The Textiles Ministry organises 'Hastkala Sahyog Shivirs' in 421 handloom-handicrafts clusters across the country which will benefit over 1.2 lakh weavers and artisans.
- The Gujarat government's decision to extend its textile policy by a year is set. It is believes to attract Rs 5,000 crore (US\$ 50 billion) of more investment in sectors across the value chain. The government estimates addition till now of a million units of spindle capacity in the spinning sector and setting up of over 1,000 units in technical textiles.

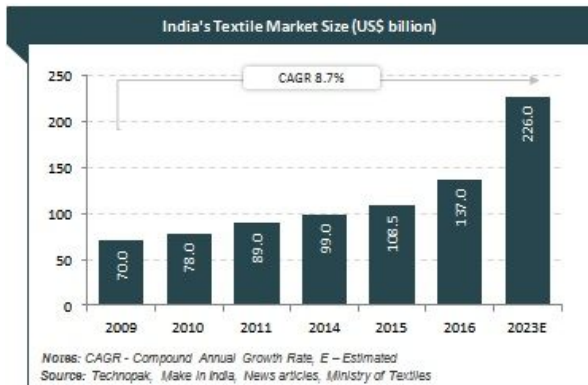
Some of initiatives taken by the government to further promote the industry are as under:

- The Directorate General of Foreign Trade (DGFT) has revised rates for incentives under the Merchandise Exports from India Scheme (MEIS) for two subsectors of Textiles Industry - Readymade garments and Made ups - from 2 per cent to 4 per cent.
- The Government of India plans to introduce a mega package for the powerloom sector, which will include social welfare schemes, insurance cover, cluster development, and upgradation of obsolete looms, along with tax benefits and marketing support, which is expected to improve the status of power loom weavers in the country.

Apart from all the above mentioned initiatives, few more consideration given by the government in this field includes

- **Setting up Integrated Textile Parks**
- **Exports** - With a vision to create an export friendly economy the government introduced several initiatives like
 - a) Duty free entitlement to garment exporters for import of trimmings, embellishments and other specified items increased from 3% to 5%.
 - b) The government has also proposed to extend 24/7 customs clearance facility at 13 airports and 14 sea ports resulting in faster clearance of import and export cargo.
 - c) The proposal for imposing duty on branded items was dropped providing relief to the entire value chain.
- **Development of Handloom:** - National Institute of Fashion Technology and leading members of the fashion industry have been roped in for design support to weavers. **Synergy of handloom, handicraft with tourism** has been worked out in consultation with Ministry of Tourism. State Chief Secretaries have been requested for identifying traditional handloom weavers/handicraft artisans villages for development as "Adarsh Gram" as tourists destination.

Development of Tassar handloom products like sarees, dress material and wide range of home furnishing fabric for exports typical to Bhagalpur in Bihar has been initiated under **Handloom Mega Cluster Scheme**. A Skill Development Programme for training 5000 carpet weavers has been taken up through the **Carpet Export Promotion Council (CEPC)**.



The above graph shows the expected annual growth rate of the Indian textile market in the coming future.

Women excellence

The changing fashion and trend in the textile industry gives women a big opportunity to explore the business world of textile. Indian women have now become more career-minded, economically independent and more achievement-oriented. They would like to widen their scope of work and taste the fruit of achievement. Wide range of small and medium firms and various subsidies and schemes of the government is also a motivational factor for the women to satisfy their inner desire and passion in this field. Various courses associated with fashion, which was approved by the government helps the women to get a practical knowledge about this area before entering into this field. Numerous micro business like Home Textiles, Embroidery Business, Stitching, Designing, etc are been established in this field. Size of the business that can be established in this field also doesn't matters. Sole proprietorship to partnerships and companies. Social media and e- shopping has also motivated the women to enter into textile business

Numbers of Women Entrepreneurs Registered in India

Women Entrepreneurship States	No of Units Registered	Rank	No of Women Entrepreneurs	Rank	Percent age
Tamil Nadu	9618	1	2,930	2	30.36
Uttar Pradesh	7980	2	3180	1	39.84
Kerala	5487	3	2135	3	38.91
Punjab	4791	4	1678	4	33.77
Maharashtra	4339	5	1394	6	32.12
Gujarat	3872	6	1538	5	39.72
Karnataka	3822	7	1026	7	26.84
Madhya Pradesh	2967	8	842	8	28.38
Other States and UTs	14576	9	4185	9	28.71

Source: Report of MSMEs, 12th Five year plan 2012-2017.

The above Table discloses that Tamil Nadu stands first out of the total number of units registered in India. Regarding the number of women entrepreneurs in India, the first place goes to Uttar Pradesh followed by Tamil Nadu in the second place and Kerala holding the third place respectively..

Schemes For The Development And Promotion Of Women Entrepreneurs

Ms Ujwala Singhnia, executive director, Raymonds Ltd, said, "If you empower a man, you empower only one person but if you empower a woman you empower the whole family."

Another comment by Mr Manak Singh, executive director, TiE, Mumbai, said, "By empowering a women we will be empowering a whole society and the nation." Also added the worth of women in this field. He noted that women entrepreneurs need not go too far to market their products as they have a very huge domestic market, which could be fully tapped.

The Ministry of Textiles has released Rs 9,000 crore to the textile industry under the Textile Upgradation Fund Scheme (TUFS). The Ministry of Textiles, Government of India, Maharashtra Government and SIDBI invited women to avail of several supportive schemes to start their business and help existing entrepreneurs to expand their business. Mr Manoj Patodia, executive committee member, FICCI-WRC and managing director, Prime Textiles Ltd, focused on the Textile Sector, which was the higher employment generator and largest exporter, and identified special opportunities for women entrepreneurs in Technical Textiles. Mrs Anita Kulkarni, assistant general manager, SIDBI presented the various financing schemes of SIDBI which could be availed by the women. The Technical Sessions discussed all aspects of doing business in Home Textiles, Medical Textiles and Embroidery Business.

Opportunities in the textile industry and Future of Indian textile industry

- Emerging retail industry and malls.
- Elimination of quota restriction leads to greater market.
- Growth rate of domestic textile industry.
- Shifting towards branded readymade garment.
- Product development and diversification.

Union Textile Minister Smriti Irani said that the government's Rs 6,000 crore package will boost apparel and made-ups sector and strengthen the entire textile industry, and also commented a vision about the industry, ie, "The textile sector has huge growth potential. However, the industry faces challenges in terms of production and technology because a lot of small scale players don't have fiscal support". and also added that the support given by the government will cent percent contribute towards the achievement of the full potentials in the coming year.

Conclusion

The switch to the millennium is marked by the women creating new model of being a daughter who takes her parents' responsibility, a wife who wishes to make a new home and a family and a mother who takes the charge of the children and develop them suitable for the new millennium. Apart from all these role in a society, She also plays the role of the entrepreneurs who establishes an enterprise and discovers the relevance and the meaning of her life in herself. She becomes aware of the uniqueness of her identity and accepts it and is ready with her willingness to share the space. She searches simultaneously for respect, dignity and mutuality. With this new movement and policies we can expect an overall development in our country in the coming future.

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