Chapter VII

CONCLUSION & SUGGESTIONS

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7.1 CONCLUSIONS

Hypothesis for concentrating Indian export efforts on Textiles to Non-quota countries was developed and it was tested by interfacing with some leading Textile Exporters.

Statistical Methods were employed and the Index of Exports show a steady upward trend for India's Textile shipments to Non-Quota countries.

Moving averages reveal overall movement in Textile Exports.

Progressive averages tell a steady upward trend.

Calculation in terms of percentages indicate a very encouraging picture of sustained exports to Non-quota countries.

It was found that there is a genuine need for an analytical study of the past trends as a lesson for the present and a guide to the future.
A questionnaire was developed after conscious thinking through every aspect of information required and the response to be generated. Thirty crucial questions were shortlisted to conduct the survey. Sixtyfive organisations were chosen to conduct the survey and they were categoriesed by four Groups : A, B, C and D.

From the 4 Groups, 65 organisations were chosen for distribution of the questionnaire after interfacing with the concerned decision makers of the organisations. Fortyfive organisations responded and the study was carried out. The number of organisation that responded has been quite adequate for the purpose of research study. Secondary data and Desk Research was supplemented to the Field Research to make the study authentic.

Our effort has revealed :-

1. Garments are the best bet in India's basket of Textile Exports.

2. Non-Quota Group of countries are best markets for India's Garment exports over the quota countries.
3) There has always been a steady and progressive trend in India's exports to Non-quota countries.

4) India has a much wider support base in manufacture of Garments and export potentiality to Non-quota countries.

5) What is needed is positive thrust to Non-quota country markets instead of frittering away our efforts by concentrating on quota countries.

6) It is fervently hoped that this desired effort will benefit the Garment exporting countries in India.

Export to non-quota countries indicates an increasing trend beneficial more in comparison to quota sectors as per interpretation of secondary data, questionnaire data and tested Hypothesis.
7.2 Suggestions

The study reveals that there has been good effort on the part of exporting organisation in India with reference to exports to non-quota countries. However India can progress much more by consolidating textile markets in Non-Quota countries.

It also reveals that the challenges in non-quota countries are not as much as in quota countries - Basically, U.A.E., E.E.C. and few others.

Quality:

With regard to quality, it is enough if we maintain study parameters for non-quota countries as their demands are not exacting as those for the quota countries. Even latest quality measures and standards should necessarily be based on ISO 9002. From India, one can expect a good potential. This would widen our supply base to non-quota countries, thereby increasing Indian Textile exports.

New Markets:

The new markets in non-quota countries are easily accessible to Indian exports, as revealed from the
study, which shows steady upward trend in exports to these markets. Besides, marketing intelligence in these new markets, especially those relating to neighbouring countries, which has been fully exploited, can be obtained much more easily.

**New Products:**

It is far more easy to test market a new product or modification to a product in these countries, than in quota countries. This opportunity should also be fully exploited by adequate feedback on market trends and changes through proper market intelligence set up.

**Deliveries:**

Deliveries can be negotiated with more flexibility in non-quota countries which are to a greater extent sellers market, than those of the quota countries. Care should be taken not to abuse this advantage, lest customers get frustrated.

**Shipments:**

Sailing opportunity to various non-quota countries must be fully explored. Opportunities for
multi-model transportation e.g. sea, rail, road wherever applicable should also be fully exploited as some of these non-quota countries may be land locked. The freight investigation bureau of Government of India should see the multi-model freight does not prohibit and frustrate an export contract.

Dealer Network:

Indian Trade Missions in Non-quota countries should advise to exporters in home the names and addresses of reliable dealers in their country and also in neighbouring countries.

Warehousing:

The EP councils should explore the possibilities of setting up warehouses in non-quota countries for stock and sale of Indian exporters product. This is all the more essential in land lock countries in order to meet the off-the-shelf demands of customer to obviate the delays in receiving the particular product, through multi-model transportation. This will facilitate continuity in supplies and customer loyalty to godown exporter.
Branding:

It is much more easier to establish a brand and registered Trademark in non-quota countries than in a quota country. Branding and registering a trade mark is essential in a new market for creating consumer preferences at the initial stage itself and stave of future competition.

Business Delegations:

EP councils should regularly sponsor business delegations to non-quota countries and also invite business delegation from those countries to India.

Reciprocal trade:

There are many non-quota countries which have not been exploited for reciprocal trade. This is still a grey area and should not be neglected.

Trade Fairs & Buyer Seller Meets:

EP councils should organise Trade Fairs and Buyer Seller meets in non-quota countries abundantly as an export promotional measure without further
delay. This will create among Indian exporters awareness in non-quota countries of each other Business potential and also give exposure to new technologies adopted or developed.

The following tasks are felt necessary to boost up exports to non-quota countries:

1. To appoint trade representatives in certain countries/overseas regions falling under the non-quota markets to promote textile exports.

2. Formation of a committee for studying the proposal to appoint the representatives.

3. Posting of the trade representatives are as part of the efforts to boost the country's textile exports, particularly in the non-quota countries. To work out a strategy to boost non-quota exports in markets where India has high potential. This effort would also help textile exporters to confidently face the quota-free textile export market.

4. To post the representatives in certain selected non-quota market regions including South America, South Africa, West Asia and Japan.