CHAPTER-II

REVIEW OF LITERATURE

The following are the collections of information from various new papers, magazines, research studies, business seminars etc., available in the field of cotton textile industry which is used to build ideas to undertake this study.

Revathy .L.N¹ observed in her article that while the textile sector and knitwear garment sector cries foul about the fate of the sector as a result of spiraling cotton yarn price, the spinning sector seems quite optimists about the future. “Around 45 lakhs spindles would be added in the coming year, orders have been booked”, according to secretary general of the South India Mills Association, Dr. Selvaraju.

Kapoor² revealed in his interview to clothesline that increase ability to withstand competition, improve infrastructure for export industry, improve labour laws, impose international standards in quality and specification, make export more profitable than selling domestically, improve marketing arrangements internationally and create new image and awareness of India as a serious exporting nation.

Ramanathan .M³ reveals in clothes line that the Indian government has decided to build an economic intelligence centre dedicated to textile called ERMIU (Economic Research and Market Intelligence Unit), this new body will bringforth large pool of information about production, design and markets, in order to prepare domestic companies for a quota free regime.

¹ Revathy.L.N.,“Spinning sector upbeat despite rising cotton yarn prices” The Hindu- Business line, 78[8]., Nov-30., 2010.,P19


³ Kappor.H., “Domestic companies for a quota free regime” Clothesline, 29[1], Jan., 1999., P12
Chandrashekar .G observed in his study that uncertainty looms large over export of raw cotton linters as ordnance factories have complained of cotton linters shortage. However production and consumption data conclusively prove that there is no shortage whatsoever assert cotton processors.

Subramani .M.R is of the view that a combination of rain and Diwali holidays, resulting in low arrivals, has led to exporters not being able to get the required 55 lakhs bales (170 kg each) for shipments before the Dec-15, 2010 deadline.

Mishra .B.P along with Mohhamed Nazzer told in their interview that Salem’s prime problem has been its total unwillingness to take any kind of marketing or investment risks and a strongly introvert nature of sale mites, leading to a real life frog in the well situation of this town. Be it a technological upgradation, real value realization of its products or coming in touch with buyers who are willing to pay much higher prices for its products, the unwillingness of Salem entrepreneurs to leave their home town to see the world and become part of the national and international business opportunities, has always worked against their own interest.

Bloomberg has observed that cotton futures trembled, capping the biggest weekly drop in 21 months, as China broadened efforts to curb speculative trading in farm products and to damp inflation. China, the world’s fastest growing major economy and biggest cotton user, has pleaded to control prices and may raise interest rates again to limit inflation.

4 Chandrashekar.G.,“No shortage of linters : Cotton processors” The Hindu- Business line, 56[7], Dec-24., 2010.,P19
7 Bloomberg.C.,“Cotton tumbles ; biggest weekly drop in 21 months” The Hindu-Business line , 78 [9], Nov-28., 2010.,P4
Business Line news bureau\textsuperscript{8} reveals that the South Indian Mills Association (SIMA) has expressed the fear that the suspension of registration for cotton yarn export would only fuel speculation and would not help to bring down the prices.

Sathyanarayanan\textsuperscript{9} told in his interview that Salem weavers are basically high skilled people in weaving and of very hardworking in nature. Over these years the manufacturing process has not grown up many fold, most of them are still using the primitive machines and technology. The current demand is not for these fabrics, made on outdated looms. The fabrics from the auto looms, moves well in the market. So, the entrepreneurs should definitely reinvest their profits in business rather than other diversified fields.

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\textsuperscript{8} News bureau.,“Curbs on cotton yarn export will fuel speculation: SIMA” The Hindu-Business line, 64[7], Dec-4., 2010., P.19

\textsuperscript{9} Sathya narayanan.S.,“Salem with global vision” Clothesline, 28[2], Sep-1998., P.67

\textsuperscript{10} News bureau., “Curbs on cotton yarn export will fuel speculation: SIMA” The Hindu-Business line, 64[7], Dec-4., 2010., P.19

\textsuperscript{11} Sathya narayanan.S.,“ Salem with global vision” Clothesline, 28[2], Sep-1998., P.67
Mathivanan .M.S.M\textsuperscript{12} has pointed out that Salem’s major strength is its weaver’s ability to create most complex designs, with in no time. PDEXIL (Powerloom Development and Export Promotion) Council was created with the objective of supporting power loom industry and its development in exports. They have in fact, been educating and informing the changes internationally. They provide up to date information and also assist in the development of fabrics. They conduct buyer – seller meets and participate in different trade shows in many countries, providing good exposure to powerloom weavers, to develop their direct exports.

Amit Mitra\textsuperscript{13} has observed in his study that with cotton arrivals being tardy in the wake of unseasonal rains damaging the crop in some cotton producing states, exporters of the commodity are reconciling to the prospect of not being able to fulfill the export contracts for 55 lakhs bales (of 170 kg each) by Dec - 15, the maximum export limit permitted by the Government.

Jain .D.K\textsuperscript{14} in his interview pointed out that as compared to other promotional tools, trade fairs are far more effective as these help in building personal contacts and have scope for active interaction with the prospective clients. Trade fairs attract very large cross-section of people involved directly or indirectly with the products and services. Trade fairs do not simply attract only the prospective buyer, among the visitors also the VIPs, general public, journalists, students, prospective collaborators, distributors, agents and others. Hence there is a spread of information and awareness generation in the target. Trade fairs serve the purposes of ‘matchmaking’ as it helps in forging links between two strangers i.e. exporters and importers.

\textsuperscript{12}Mathivanan.M.S.M .,“Salem is here to Stay” Clothesline, 28[20 ],Sep., 1998.,P 69

\textsuperscript{13} Amit mitra.,“Cotton Exports may fall short of commitments” The Hindu- Business line,.42[5], Nov-28., 2010.,P 3

\textsuperscript{14} Jain.D.K.,“Textile export promotion through trade fair participation”Clothesline,28[2],Sep.,1998.,P 99
Subramani .M.R\textsuperscript{15} has revealed in his article that exports were hit by delayed arrivals of cotton in the market due to holidays and unseasonal rain in Nov-2010. Cotton price continued to tumble on uncertainty over exports, despite arrivals being lower. Prices have dropped Rs.30 for a mound (of 20 kg) in the last four trading sessions.

Krishnamoorthy .N\textsuperscript{16} in his article in clothes line pointed out some of the important industry associations from Salem representing various established and upcoming segments of the local industry. An insight in to these association activities and objectives reveal the major issues of concern to the town in each one of the sectors represented by the respective association. They are Association Of Garment Exporters, Salem District Export Fabric Manufacturers Association, Salem Textile Manufacturers and Exporters Association, Salem Dyeing Factory Owners Association.

Thulasidharan .J\textsuperscript{17} Chairman, South India Mills Association (SIMA), in his interview with R. Yegya Narayanan told that the leading global retailers already have agreed to increase the price by 10 – 15% to absorb the increase in cotton price. The user industry , mainly knitted garment sector, needs to become cost-effective by making investments on automation, appropriate technology, work systems, productivity improvements etc., to sustain their competitiveness.

Yuvaraj .S.S\textsuperscript{18} wrote in his article that the resources required for garment production are very much available in Salem and its neighborhood. The manpower is abundant and so is entrepreneurship. The major challenge however emerges from the lack of awareness of the massive opportunity among the fabric producers, human resources development programmers, and infrastructure providers. The

\textsuperscript{15} Subramani.M.R.,“Cotton continue to tumble” The Hindu- Business line, 78[4]., Dec-15., 2010.,P\textsubscript{18}

\textsuperscript{16} Viswanathan.k., “ Industry Associations –Reflecting different facets of Salem’s Industry” Clothesline, 29[9]., Sep., 1999.,P\textsubscript{63}

\textsuperscript{17} Thulasidharan .J., “ Textile industry needs to become cost-effective : SIMA chief ” The Hindu-Business line 83 [5] ., Dec-22., 2010.,P\textsubscript{13}

\textsuperscript{18} Yuvaraj.S.S., “ The challenge of change –Salem towards next millennium” Clothesline, 34[9] , Sep., 2010.,PP\textsubscript{45-47}
need is to develop the town’s mind frame to meet the required standards for an export driven garment and fabric city with a confidence to serve the international markets on its own.

Special correspondent\textsuperscript{19} of ‘The Hindu’ reveals that after having suspended the provision of concession of 7.67% under the Duty entitlement passbook scheme, the centre is likely to suspend the four percent duty drawback facility also for cotton yarn exporters.

Ramakrishnan\textsuperscript{20} has given the detailed profile of the established organizations from Salem in powerloom, spinning and textile fabric manufacturing sector.

Revathy .L.N\textsuperscript{21} has pointed out in her article that the steep increase in cotton prices and the consequent rise in the price of cotton yarn is said to be affecting the downstream sectors, including the textile sector.

While inaugurating TEXCON’97\textsuperscript{22} the Union finance minister, Mr. P.Chidambaram has stated that the industry suffered from obsolete technologies, too many sick and unproductive mills, including in the Government and assisted sector. In order to overcome some of the impediments to growth, he spoke of the Government plans to encourage establishment of export oriented units, while liberalizing the policies for yarn and garment units, rationalizing the tax structure and fiscal duties, apart from setting of a cotton technology mission and a technology up gradation fund. Even though textile industry has been growing at a compound annual growth rate of 9.2%, sectorial imbalances

\textsuperscript{19} Special correspondent ., “Duty sop for cotton yarn exporters may go” The Hindu- Business line, 78[5], April-23., 2010., P.15


\textsuperscript{21} Revathy.L.N.,“Textile sector caught in a web by high cotton yarn prices” Business line, 87[4].,Oct-6., 2010., P.4

remained, said Mr. P. Chidambaram. With our 80% of units in the weaving sector based on handloom technology, this sector is crying out for modernization.

News bureau of Business line\textsuperscript{23} has stated that despite increasing arrivals, cotton prices have gained Rs.200-300 a candy (of 356 kg) as exporters are buying heavily to cover their orders. Moreover, strong international market is also supporting the domestic cotton price.

ENS Economic bureau\textsuperscript{24} with the Bt cotton seed price issue hanging in a limbo, the Association of Biotech led Enterprises (Able), said that the Government should lift control on prices and that prices should be determined by the market forces.

Chandra Shekar .G\textsuperscript{25} has pointed out in his article that November-1, the date fixed for commencement of raw cotton exports, is approaching, serious doubts about equity in quota allocation and probity in norms for issue of export quotas have arisen with the cotton fraternity.

Special correspondent\textsuperscript{26} of ‘The Hindu’ wrote an article as climbing that the spinning sector was the worst hit in the recent cotton yarn crisis, the textile mills have urged the center, especially the Union Textile Ministry, to allow the industry to expand and meet the increasing domestic and global demand. While welcoming the move to contain cotton yarn exports and moderating the domestic price of cotton, mill owners are urging, Textile minister Dayanithi Maran to take steps to ease the ‘supply side’ and ensure that the mills are able to expand capacity and raise production levels.

\textsuperscript{23}News bureau, “Export blooms on export buying”, The Hindu- Business line, 194[III] ,Oct-23.,2010.,P\textsubscript{21}

\textsuperscript{24}ENS Economic Bureau., “ BT cotton seed companies for lifting price control” The New Indian Express, April-21., 2010.,P\textsubscript{13}

\textsuperscript{25}G.ChandraShekar ,“ Doubts over equity in cotton export allocation” The Hindu- Business line, Oct-23., 2010.,P\textsubscript{20}

\textsuperscript{26}Special correspondent ,” Textile industry wants supply side constraints removed”, The Hindu , April-9., 2010.,P\textsubscript{16}
Subramani .R\(^{27}\) has observed that as shipments are set to resume today, over 90% of the commodity for which the textile commissioner has given permission for exports will head to China, Bangladesh, Pakistan and Indonesia. These four countries are our main competitors in the textile market.

Nair .D.K\(^{28}\) secretary-General of Confederation of Indian textile industry said that we are feeding our competitors ie., China, Bangladesh, Pakistan and Indonesia through our cotton exports while our mills to hit.

Ramaswami\(^{29}\) Chairman cum Managing Director of Loyal Textiles said that we are exporting employment to China through cotton.

Special correspondent\(^{30}\) of ‘The Hindu’ stated that the textile commissioner has directed that not only there would be no registration of contracts for exporter of cotton, there would also be restrictions in the case of re exports for which registration certificates have been already issued but where the process of shipping is yet to be completed.

Gayathri .G\(^{31}\) has pointed out that Government export delivery schedule in the country are going awry on accounting of soaring prices of cotton yarns and its scarcity in the market.

Press Trust of India\(^{32}\), NewDelhi stated that the central Board of excise and customs has notified the export duty on the natural fibre which has seen sharp rise in price in recent few months. The measure follows the decision by a high level

\(^{27}\) M.R. Subramani., “ Over 90% of cotton exports head to competitors in Textile”, The Hindu- Business line, Nov-1., 2010., P\(_1\)

\(^{28}\) Nair.D.K., “ We are feeding them through our cotton exports while lefting our mills to hit” , The Hindu- Business line, Nov-5., 2010., P\(_4\)

\(^{29}\) Ramaswamy.B. “ We are exporting employment to China through cotton” The Hindu- Business line, Nov-10., 2010., P\(_5\)

\(^{30}\) Special correspondent., “ Curbs on raw cotton exports” The Hindu, April-21., 2010., P\(_4\)


\(^{32}\) Press Trust of India., “ Duty on cotton export to check rising prices”, The New Indian Express, April-15., 2010., P\(_{13}\)
meeting carried by Finance minister Mr. Pranab Mukarjee last week. The export
duty has been leveled for six months, an official in Textile ministry said. The
domestic textile industry has been pitching for cotton exports restrictions in the
wake steep rise in prices of the natural fibre.

News bureau of Business line\textsuperscript{33} reveals that lower arrival and high demand
from exporters lifted cotton price to a new hike.

Sujatha \textit{S} and Mathvisalli\textsuperscript{34} were pointed out in their article that Indian
textile export organization get hit due to increase in rupee value.

Press Trust of India\textsuperscript{35} observed that a sharp rise in rupee value against
dollar has added to the woes of exporters who want the government to step-in and
peg the fixed exchange rate taking a cue from China. The US dollar has shown a
decline of about 12\% in the last one year, as the foreign institutional investors
(FIIs) pumped in huge inflows.

Special Correspondent\textsuperscript{36} of Business line express in his article that the stake
holder in the textile sector could come together and recommended to the union
government to permit export of cotton on a monthly quota basis based on
parameters such as production, consumption and availability which could ensure a
good price to the cotton growers and help to maintain price stability according to
the SISPA (South India SPinners Association).

ENS Economic Bureau\textsuperscript{37} of The New Indian Express pointed out that the
Union Textile Ministry has asked the Government to extend interest subsidy for

\begin{itemize}
\item\textsuperscript{33} News Bureau,“ Cotton soars on low arrivals , export demand”, The Hindu- Business line, Oct-26., 2010., P\textsubscript{19}
\item\textsuperscript{34} S.Sujatha,“Indian Textile Org get hit due to increase in rupee value” Daily Thandhi, Oct-21., 2010.,P\textsubscript{9}
\item\textsuperscript{35} Press Trust of India ., “ Re rise gives fresh trouble to exporters” The New Indian Express, Mar-30., 2010.,P\textsubscript{15}
\item\textsuperscript{36} Special correspondent., “ Spinners body seeks monthly quota for cotton exports” The Hindu- Business line , Nov-19., 2010.,P\textsubscript{19}
\item\textsuperscript{37} Ens Economic Bureau.,” Extend interest subsidy for Garment exports”, The New Indian Express, March-9., 2010.,P\textsubscript{13}
\end{itemize}
Garment exporters for another year. The ministry is in touch with the Finance ministry in this regard. The scheme is to expire on 31st march this year (31/3/2010).

Subramani .M.R stated his view in the article that over 90% of the 55 lakhs bales (170 kg each) of cotton exported from the country from November 1 – heads towards India’s main competitors – China, Bangladesh, Pakistan, Indonesia while garment manufacturers struggle to execute their orders for Christmas and new-year, sky-rocketing raw materials prices have made things difficult for them.

Gupta .G.K Chairman, SRTEPC, informed that the department of revenue, Ministry of finance vide notification No. 36/98 dated 10-12-98 notified that with the effect from 16-12-98 the processing stage duty in respect of independent processor will be charged at Rs. 1.5 lakhs to 2 lakhs per champers per month depending up on the average value of processed fabric. He further stated that in the absence of procedure for refund of duty on export goods, some export orders have been cancelled while in other cases due to delayed shipments the importer may insist on change in terms of payments, or even cancel orders and claim compensation.

News bureau of Business line stated that even as the Union Agricultural Minister Mr. Sharad Pawar said that the center may consider allowing more cotton exports in the wake of a better than expected crop, a committee of secretaries (COS) has decided not to take any call till February 10.

Special Reporter in Clothes line observed that that has been debated that India has not been able to effectively leverage its position in the global textile and

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38Subramani.M.R.,“Garment manufacturer struggle to execute their orders” The Hindu- Business line, Nov-19., 2010.,P9


40News Bureau,“Decision on raising cotton export cap after Feb-10” The Hindu- Business line , Jan-22., 2010.,P19

41Special correspondent,“ A need for change” Clothesline, Jan., 2004., P8
apparel trade as some of its competitors have done in the past and are doing so even today. However over past few years, India has been successful in some measure to project itself as a creative hub, but how far this talent is being utilized by western countries is yet to be ascertained.

Suresh P. Iyengar\textsuperscript{42} stated that the delay in re-opening Tirupur’s dyeing units may lead to knitwear and apparel exporters shifting the base to Ludhiyana, Ahmedabad, Mumbai, Kolkatta and Delhi.

Vimal kumar .R\textsuperscript{43} observed that the demolition of around 200 illegal dyeing units in Erode and Namakkal District falling in the hinterland of Tirupur. Knitwear cluster, over last few days, have further dented the image of Tirupur knitwear cluster since parent units of many of them were traced to Tirupur.

Toshniwal .R.L\textsuperscript{44} Chairman of the Synthetic and Rayon Textile Exports Promotion Council revealed that despite the recession in global textile markets and general decline in Indian exports, synthetic and rayon textile exports from India have grown by 19% to Rs.2,125 crores during the first seven months of the current year (1998).

News bureau of Hindu\textsuperscript{45} observed that the center withdrew incentives for export of cotton yarn as a part of a series of measures to moderate the commodity prices in the domestic market. The measures come a day after the textile ministry tightened the norms, virtually stopping export of raw cotton in the wake of sharp increase in domestic prices.

Richard M. Hughes of World Trade Organisation\textsuperscript{46} told that the WTO and its agreement on Textiles and clothing are now just 17 months old, though neither

\textsuperscript{42} Suresh.P.Iyengar.,“Thirupur knitwear, hosiery units may shift base to north”, The Hindu-Business line, Feb-3., 2011., P$_{21}$

\textsuperscript{43} Vimal kumar.R.,“Demolition of 200 illegal dyeing units in Erode”, The Hindu, April-27., P$_{5}$

\textsuperscript{44} Toshniwal .R.L.,“Exports of synthetic and rayon textiles up by 19Percent”,Clothesline., Jan-2000., P$_{15}$

\textsuperscript{45} News bureau.,“Withdraw incentives for export of cotton yarn”, The Hindu.,April-22., 2010.,P$_{15}$

\textsuperscript{46} Richard M.Hughes.,“ Implications of WTO for global textile and clothing trade”, Clothesline, Aug., 1997., P$_{45-49}$
should be considered new born. The foundations of the WTO are firmly rooted in the systems and principles of the general agreement on tariffs and trade (GATT) which from 1947, prompted a non discriminating and rule based contractual relationship for the conduct of trade relations among its members.

Arun S\textsuperscript{47} from Business line has stated that troubled by the rupee appreciation eroding their competitiveness in the global market, exporters are all set to raise the issue with the government during the board of trade meeting stated to be held on October - 19. They will demand duty benefits and credit at lower interest rate.

Panthaki M.K\textsuperscript{48} Director, Clothing Manufacturer Association Of India has revealed that Exports of textile from India during the calendar year 1998 has crossed the $ 5 billion mark. The economies of the south east Asian countries have started turning the corner. The next six months should put them back on the rails.

News bureau of Deccan chronicles\textsuperscript{49} stated that Apparel exports dips by 7% in May - 2010, after a positive trend in April India’s apparel export, impacted by events in Europe, dropped by an annual 6.8% to $820 million in May. The slump in the Garment Export was in contrast to about 35% growth in the country’s total outward assignments.

Arindam Das\textsuperscript{50} has told that, as a Textile and garment producing centre, we do posses certain inherent strengths and advantages over our competitors. We have perhaps one of the most talented workforces in the world. A quick glance at the history of the textiles and apparel business will point to the fact the supply centers have continuously shifted from one region to another because of shifts in competitive advantage.

\textsuperscript{47} Arun.s.,“ Exporters to take up rupee appreciation with Govt”, The Hindu-Business line., Oct-9., 2010., P19

\textsuperscript{48} M.K.Panthaki.,“ What does the future hold?” , Clothesline, Mar., 1999., P25

\textsuperscript{49} News Bureau.,“ Apparel export dips by 7% in May”, Deccan chronicles, July-6., 2010., P11

\textsuperscript{50} Arindam Das ,Winning ways for future apparel business, International level seminar on Growth strategies for apparel business , Pearl Academy of Fashion, Mumbai.Feb-17., 1999
Special Reporter in Apparel online\textsuperscript{51} has pointed out that India’s growth comes from the fact that apparels in the cotton have registered good growth in both value and volume terms while values were up to 4.15\% their volume increase by 11.77\%.

Piyush Pandey\textsuperscript{52} has stated in his article that India stands a good chance to diversify to new product segments and to markets other than the restraining countries. In short run itself, diversification to man made fiber clothing is highly desirable, given the current impressive growth rates and the country’s fiber production capacity. Exporters will have to diversify to other lucrative product segments, such as jerseys, men’s and women’s trousers, overcoats, jackets.

Sunil Kumar.\textsuperscript{53} has stated in his studies that Indian textile exports to the European Union positive with 6.18\% growth in value; volumes also increase by 3.02\%.

Jayati Ghosh\textsuperscript{54} has observes in his article that one of the apparently contradictory features of the global economic boom that proceeded the financial crisis was the extent to which the benefits were unevenly spread. In the developed seen as one in which developing countries made their presence felt as growing exporters of goods, services and even capital, and therefore suggests a shift in the global distribution of income.

Textile Minister Mr. Dayanithi Maran\textsuperscript{55} has pointed out in his interview that the recessionary trends in India’s textiles sector have faded with most companies posting profits, and it is the textile industry which comes out first out of recession compared to other industries in the country. Recession was in India

\textsuperscript{51} Special reporter.,“ Apparel growth”, Apparel online, July1-15., 2010. ,P 48
\textsuperscript{52} Piyush Pandey .,“Strategy Matrix for India’s Clothing Export” Clothesline, Feb., 2005. , Pp 56-57
\textsuperscript{53} Sunilkumar. , “Indian exports to the European Union positive with 6.18\%”, Apparel on line, Feb1-15., 2010. , P 44
\textsuperscript{54} Jayati Ghosh .,“The burden of export-led growth” , Deccan chronicles, Mar-23., 2010. , P 9
\textsuperscript{55} Dayanidhi Maran.,“ Textile first come out of recession in India” , Universal exports , 1[2]., April-June., 2010. , P 47
for just nine months. Now, most of the companies are posting profits but there is still scope for improvements.

Premi .G.D$^{56}$ has state in his article that Indian knitwear and hosiery industry is in small scale, decentralized sector. It is a labour – intensive industry not only providing employment to lakhs of people but also playing a significant role in foreign exchange earnings.

Kamalnath$^{57}$ told in his seminar as the Government should allow private organizations to take up cotton cultivation be leasing large areas of arid and semi arid lands presently not under cultivation and encourage investment in jinning and pressing facilities to improve quality. These steps would help maintain and consolidate the supremacy of India in cotton textiles.

Arulanandam .M.A$^{58}$ (1980) made “A study on handloom industry in Tamilnadu”. The study aimed to examine the state of the handloom industry in Tamilnadu, the vital problems faced by it and suggests the steps to redeem the industry.

Krishna Reddy .B$^{59}$ (1980) made an analysis on “Financial management in cotton textile mills in Andhra Pradesh”. The various objectives were to examine the working capital and fixed capital sources of capital and the factors determining the financial management of textile mills. The problems related to both fixed and working capital affected much on working of the mills.

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$^{57}$ Mr.Kamalnath., True globalization of Indian Textile Industry, National Level Seminar on Technological demands on quality yarns, fabrics and garments for global market, Textile Association of India(TAI), Mumbai,1995


Sudalaimuthu. S (1983) did a study on “Adoptability of accepted marketing practices in Khadi and Village industries”. He concluded that market research and advertisement might be given more importance.

Kuchekan. N.A (1985) has made “A study of export of garments from different centers in India particularly Madras City”. He covered the various practices involved in export work such as designing of products, pricing of garments, advertising and sales promotion, Personal selling and distribution activities followed by the study units.

Patankar. C.T (1985) has made a study of “Purchase management of textile mills in Sholapur city.” He tried to identify the purchase policy, Sources of purchase of raw materials, steps involved in purchase and the problems faced by the mills in their purchase.

Rajkumar. S (1985) researched into “Retrospect’s of Indian textile export.” The author identified the different variables affecting textile export in our country. He included the government policy in assessing the potentiality of textile export.

Bharduvar. R.K (1986) has done “Dynamics of cotton production and market in Rajasthan.” The procurement of raw material, obtaining finance, climatic conditions, distribution outlets available for cotton production were studied.

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60 Sudalaimuthu.S., “Adoptability of accepted marketing practices in Khadi and Village industries”, 1983
61 Kuchekan.N.A., “A study of export of garments from different centers in India particularly Madras City”, 1985
63 Rajkumar.S., researched into “Retrospect’s of Indian textile export.” (1985)
64 Bharduvar.R.K., has done “Dynamics of cotton production and market in Rajasthan.” (1986)
Brindha K. Dhulasi’s \(^{65}\) (1986) study dealt with “A economic study of performance in spinning and weaving mills in Madurai City”. The comparative study examined the production, marketing, finance and personnel aspects of spinning and weaving mills. The author concluded that the production and marketing aspects were badly affecting the performance of the mills.

Rameshwar \(^{66}\) (1986) has completed “World trade in Indian Textiles cotton jute and man made fibers.” In this study, he traced the factors influencing the Indian textiles in the world trade. He made a survey on Government policy, the growth for textile industry and other factors affecting these items.

Kilkarni \(^{67}\) (1987) has made a study on “Earnings variability and corporate growth in selected manufacturing industry” and the growth performance of the same. He found a correlation between the earnings and growth of the industry.

Ramamohana Rao \(^{68}\) (1987) did a study on “Development of handloom industry”. It is a study of socio-economic, production and marketing characteristics of handlooms sector in Karim Nagar District, Andhra Pradesh.” He examined the socio-economic features of handloom weavers, the production aspects of the handloom goods and also the dimensions of marketing of handloom industry.

Rama Rao \(^{69}\) (1987) studied “Labour-management Relations in Cotton Textile Industry, Andhra Pradesh”. He analyzed the factors influencing labour and management. He used stratified random sampling. He identified the various factors responsible for determining labour management relations.

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\(^{65}\) Brindha.K.Dhulasi’s study dealt with “A economic study of performance in spinning and weaving mills in Madurai City” (1986)

\(^{66}\) Ramesh War.P., has completed “World trade in Indian Textiles cotton jute and man made fibers.” (1986)

\(^{67}\) Kilkarni.( has made a study on “Earnings variability and corporate growth in selected manufacturing industry”, (1987)

\(^{68}\) Ramamohana Rao.K., did a study on “ Development of handloom industry” (1987)

Arunachalam .P\(^70\) (1988) has carried out a study on “Handloom Silk Industry in Tamilnadu”. The main objective of the study was to examine the problems relating to production and marketing of handloom silk industry in Tamilnadu.

Babu Rao .A\(^71\) (1989) has examined Development of handicraft industry. It is a study of socio-economic, production and marketing characteristics of handicraft section in Andhra Pradesh. He assessed the conditions of handicraft covering socio-economic conditions, sources of finance, and sources of raw materials, finance and improper marketing facilities hampered the healthy growth of the industry

De Niranjan\(^72\) (1990) under look a study on ‘Cost accounting system in cotton textile industry in India and its impact on profit management’. The various measures adopted to evaluate profit management were material cost, labour cost, administration cost and selling cost. He identified that the prime cost was dominant in influencing profit performance.

Kevin .S\(^73\) (1994) has made ‘A study of the textile industry in Kerala with comparative reference to Tamilnadu-Cochin’. The principal objective of the study was to make the finance analysis of the textile industry in Kerala. He found out that the performance of the existing cotton spinning and weaving mills was not satisfactory.

Sharma .P.K\(^74\) (1999) under look a survey on Export marketing problems. It is a case study of problems and potentials of Indian readymade industries. He evaluated the problems faced by the garment industry in production, marketing,

\(^{70}\) Arunachalam.P., has carried out a study on “Handloom Silk Industry in Tamilnadu”(1988)

\(^{71}\) Babu Rao . A.,“Development of handicraft industry”,(1989)

\(^{72}\) De Niranjan, under look a study on ‘Cost accounting system in cotton textile industry in India and its impact on profit management’(1990)

\(^{73}\) Kevin.s.,‘A study of the textile industry in Kerala with comparative reference to Tamilnadu-cochin’(1994)

\(^{74}\) Sharma.P.K .,“Export marketing problems.”, (1999)
finance and personnel of the sample units. He found that the production and marketing aspects were more important than others.

Natarajan .L\textsuperscript{75} (2001) attempted a survey on ‘Marketing efficiency of channels used for grey cotton fabrics’. The main objective of the study were to identify the alternative channels used for marketing of grey cotton fabrics by the power loom owners in Coimbatore district, to calculate the marketing cost structure and to evaluate the marketing efficiency of the channels used for grey cotton fabrics.

Akilandeswari .S\textsuperscript{76} (2008) undertook a survey on “Marketing practices of readymade garments units in Salem District”. The main aim of the study is to analyze the problems in marketing that Salem garment manufacturing units faced in the new era.

\textsuperscript{75} Natarajan .L ., ‘Marketing efficiency of channels used for grey cotton fabrics’ (2001)

\textsuperscript{76} Akilandeswari .S., “Marketing practices of Readymade garments units in Salem District” (2008)