**Action plan**

The action plan suggested by the study is explained in two forms, one in block diagram form and another in written form. The written form is further divided into two parts i.e. suggested interventions for the government and the suggested action plan for business person.

This plan of action is generalized and is devised for the Traditional Indian Textile Industry as a whole and not for a particular textile form and is derived from the generated generalized suggestions from the analysis of the second survey (qualitative survey) and third survey (quantitative survey) results. The studied textile forms i.e. Banarasi Sarees Textile belonging to Handloom part of the industry and Chikankari Textile belonging to the Handicraft part of the industry were treated as the samples to study and device this action plan.

**Block diagram**

**Diagram Depicting Present Situation:**
Suggested Interventions Through Block Diagram:
Suggested interventions for government

At Infrastructural Intervention Stage

I Intervention: Training and Knowledge management centers may be setup. According to the second survey one of the challenges was lack of skilled workers and fleeing of skilled workers to other industries mentioned in the government assistance suggestion. This action suggests government to come up with some kind of knowledge management centers to protected and spread the knowledge of these art forms to interested workers through proper vocational courses.

II Intervention: Research and development Facility can be provided. Research and development is the backbone of any industry to stay relevant and efficient. Challenges like lack of innovation and process improvement can be solved if government comes up with such a facility to support the traditional textile industry of India as suggested in this intervention.

III Intervention: Production related infrastructure can be improved. As discussed above the process improvement is an important challenge in this industry therefore if the government works in improving the production related infrastructure in any form i.e. un-interrupted electricity supply and better equipments etc. then it can immerge as a pivotal point of improvement for the industry.

IV Intervention: Production centers, Self help groups, Cooperative societies, NGOs etc. like bodies can be encouraged to bring the scattered production at collectively at fewer number of places.

V Intervention: Automation of peripheral activities can be promoted. This again is a part of action suggested against the suggestion related to production process improvement. The government can develop automated facilities for the industry that can reduce the work time of less important tasks in the production of a traditional textile unit e.g. automated coloring units and washing centers etc.

At Information and Support Intervention Stage

I Intervention: Raw material price regulation may be considered. This suggestion can improve the problems discussed in the study like price fluctuations, price fixation and price standardization in the industry.

II Intervention: Export Workshops may be conducted as the industry players seem interested. This intervention is an answer to the suggestion of internationalization. Government
can induce opportunities of taking the industry international and exploring untapped markets by such efforts.

**III Intervention:** Subsidies and other support schemes like financial assistance, Technology upgradation schemes and easy gateway to Exports etc can be useful. This is another area where only government can come up with a change to help the industry. This intervention is a part of Government assistance suggestion and it can solve many production and marketing related problems in indirect ways.

**IV Intervention:** Fairs and exhibitions can be increased for export promotion. This is another intervention that is suggested to help the industry achieve its internationalization motive.

**V Intervention:** Integration of Government organizations like NIFT, export houses and emporiums etc. This intervention, if introduced can help government induce expertise of top professionals and modern educated designers in this traditional industry. This suggestion can help the industry as well as it will help utilize the existing infrastructure and talent effective and efficiently.

**VI Intervention:** Regulations on duplicates can be imposed. This intervention is an action suggested to achieve the suggestion of promoting genuineness and genuine products in the traditional textile markets.

**VII Intervention:** Genuineness mark development and other GI status utilization related activities can be implemented. This intervention once again is an action suggested to achieve the suggestion of promoting genuineness and genuine products in the traditional textile markets.

**VIII Intervention:** Exclusive Government Emporiums chain can be developed. If that’s not possible product wise section formation in the emporiums is suggested. This intervention if implemented can help in achieving the suggestions like branding and efficient distribution.

**At Promotion Intervention Stage**

**I Intervention:** Integration of government promotion facilities or the existing government facilities which can be used for promotion of the textile forms e.g. tourism promotion website The Incredible India. This intervention if implemented can help in achieving suggestions like right promotion, awareness and positioning.
II **Intervention:** GI status need to be promoted and cashed on as a USP basically in the international markets. This intervention if implemented can again help in achieving suggestions like right promotion, genuineness, internationalization and positioning.

III **Intervention:** Awareness campaign demonstrating differentiation between duplicate and original textile forms in the market and also to enhance awareness of the customer to be conscious of duplicates in the market while buying a traditional textile form. This intervention if implemented can help in achieving suggestion of genuineness and awareness.

IV **Intervention:** The genuineness mark should be promoted and enforced. This intervention if implemented can again help in achieving suggestion of genuineness and awareness.
Suggested plan of action for business person

Private Infrastructural Plan

I Step: Develop a private production center where exclusive pieces can be made under supervision and monitoring. This suggested step can solve the challenges one faces of quality maintenance and design duplication. If implemented it can also reduce the production time other process related issues.

II Step: Add designer inputs to the production process. This suggested step again aims in solving challenges of production and innovation.

III Step: Private facility for peripheral activities will prove beneficial in saving time as well as money and efforts. This is another step that aims at solving the challenge of production process improvement.

IV Step: Coordination with government provided interventions and development and market analysis inputs to the production process is also suggested.

Marketing Mix and Support Plan

I Step: Brand development efforts are required for the successful business plan and gaining customer loyalty. Therefore it is advisable for private businesses to start working in this direction according to their personal capabilities and strengths.

II Step: A relevant positioning is needed for the textile forms to make them profitable venture. This step if implemented aims at solving the suggestion of right positioning.

III Step: Right pricing strategy to be decided is suggested for the textile forms so that it can be implemented without alarming the customer of the increase in prices.

IV Step: Right channel selection decision is advisable, which is very crucial as it will define the business and other business requirements and decisions is required to be done here.

Private promotion Mix Plan

I Step: Brand and Brand elements once developed as per the Study’s recommendations can be promoted through the right media and new promotion techniques as per the channel selection. This suggested step is action recommended for the suggestion like branding and right promotion.
II   **Step:** The new positioning and pricing is suggested to be communicated to the customers in a way that they get accommodated with the change and treat the change as a part of value addition process.

III  **Step:** This step suggests using new promotion techniques like buzz creation through an event or news or viral marketing using internet domain can be a good option to promote the textile form in business.

IV   **Step:** Brand associations are suggested to be formed with designers, film stars, influential personalities, top companies and brands. These associations if formed can be further promoted to be in the limelight and in the ethnic fashion.

All these steps for the business players of the industry and interventions by the government are suggestions given by the study in form of an action plan. If implemented they can bring a positive change in the industry and can also induce modern marketing techniques in the industry’s system. The younger generation which is already equipped or is getting equipped with modern management approaches and methods can find entrepreneurial opportunity in their age old business and can develop on these initiations suggested at this level. In totality these suggestions can solve the current marketing challenges and are apt for the present state of industry. They can give a direction to the industry but it will only be a start of a journey for more organized and managed future ahead with more contented stake-holders of the industry that the new generations of entrepreneurs have to build.