CHAPTER II

LITERARY WORKS – A RECAPITULATION

Literature review being a legitimate and a publishable scholarly document has an important role in establishing the context of the problem and in distinguishing ‘what has been done’ and ‘what needs to be done’. This chapter has presented previous studies that have assisted in assessing the research problem. Problems and prospects of garment industry and marketing efforts related to garment export have been reviewed. The reviews have been presented under the following heads:

Market orientation & marketing strategies of the garment industry b)Integration of information technology c) Strategies-related to people, price, product, promotion, physical distribution and presentation d) Government initiatives. The reviews under each of these heads have been submitted with international references first, followed with the Indian references.

2.1. MARKET ORIENTATION & MARKETING STRATEGIES OF GARMENT INDUSTRY

Jimmy Chan Hung Ngai, Paul Ellis (1998)\(^1\) have found a relationship between market orientation and company performance on observing about 73 textiles and garment manufacturers from Hong Kong. The market oriented organizational culture has helped for effective implementation of marketing function.

Hoang B. P (1998)\(^2\), while surveying 355 New Zealand exporters, has established an association between the export performance, organizational variables and international marketing strategies. He has supported an aggressive market expansion approach to increase export levels through product breadth and promotion of a larger company.

Ka-leung Moon, Chung-sun Leung, Man-tsun Chang and Kwok-wing Yeung (1999)\(^3\) had interviewed about 33 industrialists, to analyse the relationship between the local clothing manufacturers' generic marketing strategy and their deployment for future challenges. The Firm's marketing approaches and its attitude to experiment with strategies under different business environments have established some relationship. Less marketing-oriented firms have found to be less proactive towards future uncertainties than the more marketing-oriented firms.
Rose Otieno (2000) has aimed to understand the role of garment sizing in the marketing strategy of clothing manufacturing firms in Kenya. A conceptual framework has been done based on grounded theory techniques for determining marketing strategy in clothing market.

Rose Otieno (2000) has identified that in today's clothing, meeting the sizing needs have been an important aspect of customer satisfaction. Satisfaction/dissatisfaction has been analyzed from focus groups and results have revealed that they have been dissatisfied with garment sizing. The study also has focused on specific causes of dissatisfaction. Efficient sizing has been important for customer satisfaction.

C. Forza, A. Vinelli (2000) have given a framework to examine the temporal sequences of the activities and decisions of the textile apparel chain to present the prospects for the improvement of initiatives throughout the various production and distribution chain phases. The study has analyzed the structural and infrastructural changes required for a Quick response (QR) approach in terms of lead time. The need for a systemic view of the chain has been highlighted.

Pierre Beaudoin, Mary Ann Moore and Ronald E. Goldsmith (2000) have analyzed the attitude of female fashion leaders and fashion followers. In buying, imported and domestic apparel, fashion leaders as well as fashion followers had more positive attitude towards domestic apparel. Fashion leaders had more positive attitude towards imported apparel.

Fadiga, Mohamadou Lamine (2003) have experimented in their study about consumer demand for cotton apparel in the United States. Rapid change in fashion and style, rise in imports and ongoing reforms in the world market have rendered information for designing effective marketing strategies. The demographic effects have indicated that marketing strategies have been the target for middle-aged consumers of African-American households.

Goitom Tesfom, Clemens Lutz (2006) have focused on export problems of SMEs from developing countries on the basis of a comprehensive literature study. For this purpose, company barriers, product barriers, industry barriers, export market barriers and macro environment barriers have been analyzed. The similarities and differences of export problems in developed and developing countries have been identified and resolved to capture the market.
Erin D. Parrish, Nancy L. Cassill and William Oxenham (2006) have examined the utilization of a niche market strategy in apparel and textile industry. To understand the consumer, a niche strategy of global prospective has been used to compete with lower priced imports.

Yu Chen, Xianyi Zeng, Michel Happiette, Pascal Bruniaux, Royer Ng, Winnie Yu (2008) have presented a work based on the optimized values of ease allowance related to different key body positions and different wearer's movements to further improve the wearer's fitting perception of a garment. This has been extended to other types of garments as well.

Vinod Johawar (2009) has studied a Greenfield project in Kohlapur, which will combine individual strength of weaving, processing and garmenting by different players in a collective marketing effort to persuade the international buyers. A combination of strategy has been one of the most viable ways to achieve economies of scale for medium sized players in the Textile industry.

Bernhard Swoboda, Thomas Foscht, Cesar Maloles III and Hanna Schramm-Klein (2009), have explored how the firms both source and sell i.e., countries from which they can source and sell. Firms that do both sourcing and selling have more complex decision making. These decisions tend not to be isolated decisions, whereas foreign involvement, competitive strategy, and vertical integration has influenced sourcing and selling.

Siva Kumar and Rathnam (1985) have studied about the knitting industry in India. Lack of formal educational facility in knitting, smallness of the individual units, very high cost of synthetic and blended yarns, lack of proper finishing facilities, high import duty on machines and restriction on importing of warp knitting machines have been the problems inhibiting the growth of the industry. Rapid changes in clothing habits and creating ever increasing demand for non-traditional clothing items have showcased a bright prospect for the industry.

Padmini and Jeyaranjan (1994) have said that the high level awareness and availability of the modern technology by labour class of Tirupur has improved the growth and formation of knitwear clusters of the industrial district of Tirupur.
Cawthorne and Pamela (1995) have looked through the dramatic expansion of Tirupur cotton knitwear industry. Increase in jobs, improved quality in yarn & fabric and diverse range of garments, access to export markets, have been the driving force for the above.

Bhattacharya and Swapan. K (1995) have highlighted the supply side constraints of Indian textile industry as; low quality, low productivity, poor infrastructure, obsolete machinery and surplus labor force. He has emphasized change in the entire set up of the domestic production system by implementing changes in technology, product-mix, vertical, horizontal integration and the marketing network to reap maximum benefit after opening up of the world trade on Jan.1, 2005.

Panthaki. M.K. (1995) has predicted the vivid future of garment export from India and predicted the future course of action for the garment industry. He has recommended the industry to take advantage of the availability of special fabrics to manufacture and export product categories, to have a collaborative production with developed countries and to obtain the necessary know-how for the benefit of future export growth.

Keshabananda Das (1996) has contributed to the dynamics of industrial clusters in developing countries. The garment cluster in Ahmedabad has an underscored strategy to maintain quality through adoption of 'intermediate' technology and by catering to highly segmented markets. Earnest and vigilant action by entrepreneurs and the state have been needed to focus on upgrading technology and labour standards.

Rajesh Bheda, A.S. Narag and M.L. Singla (2003) have compared the productivity level of Indian apparel manufacturers with their counterparts from the rest of the world, taking into account their productivity, performance and strategies for productivity improvement. The developing countries need to have efficient manufacturing operations in order to retain their competitiveness in the apparel industry.

N. Baskar (2005) has studied the critical issues with production and operations of garment industry. To plan for their unique competitiveness in the global markets, corporate strategies like expansion, merger and amalgamation, collaboration and tie ups have to be implemented.

S N Ghosal (2008) has said that it has been necessary to shed the conventional strategy for developing a competitive edge over the competitors and create newer markets
of one's own. Liberalization and globalization have made vital for industries and business leaders to review and to develop suitable strategies for their survival and growth.

D. Vijayalakshmi (2009)\textsuperscript{23} has stated that in the garment industry, both the retailers and manufacturers have been challenged to compete, in terms of price, delivery times and services offered because the apparel industries have been market driven. She has suggested ideas to meet market demands and to generate profits, as firms must fully utilize the sources and consider the production strategies like flexible manufacturing strategy, value added manufacturing strategy, agile manufacturing strategy and mass customization.

The India Sourcing Report (2010)\textsuperscript{24} has revealed the changes to be made in the industry to meet the global requirements. India's garments industry should depict the local culture which has achieved worldwide prominence as a source of clothing combining the latest global fashion trends with exquisite designs which have taken brilliant influences from the local culture.

2.2. INTEGRATION OF INFORMATION TECHNOLOGY

Dapiran, Peter (1992)\textsuperscript{25} have analyzed the prospects of computer aided design of garments along with computerized garment cutting and assembling. This has been the secret for a fast and flexible manufacturing operation. This has been achieved by means of Electronic Data Interchange that has helped to transmit required data. With this, knowledge of the market has been updated every 24 hours and has allowed responses to demand. To achieve high levels of response, establishment of Worldwide Integrated Distribution Enterprise has been necessary to manage international forwarding and customs clearance functions.

Pamela V. Ulrich, Lenda Jo Anderson-Connell and Weifang Wu (2003)\textsuperscript{26} have analyzed the consumers’ participation and reaction to a CAD-supported scenario of co-design for mass customization. 34 female college students had been aided by a design manager who had co-designed a three-piece career outfit by choosing from a style bank of garment components. Ease of designing and satisfaction with images had been positively correlated.

Jean L. Parsons, J. R. Campbell (2004)\textsuperscript{27} have discussed the impact of design process and new products that can be created through exploration of the limits and
potentials of digital technologies for textile and apparel design. Four design phases with five design projects have analyzed the changes in design approach. Various technical problems have been evaluated and solved with each successive garment design.

**Jing-Jing Fang, Yu Ding (2008)**\(^{28}\), have proposed flattening method for developing 2D basic patterns from 3D designed garments. The method has incorporated the techniques of pattern development, the dressing suitability and production of pleasing designs.

**SIHMA Bulletin (2001)**\(^{29}\) emphasized that quality had become the concern for overseas buyers of knitted garments from India. Buyers used to visit the factories before placing orders; they wished to assure themselves that the factories have modern equipment with technology upgradation and quality improvement to ensure deliveries within stipulated time. Hence the exporters need to focus their attention on these aspects in order to succeed.

**J.S. Subashini (2005)**\(^{30}\) has stated that computer aided design (CAD) could be used by a knitwear designer to create stitch structure and a textile designer to have creative multiple colour ways of a design. CAD can be used in garment fields like woven fabrics, design systems, knitted fabrics, printed fabrics, texture mapping, embroidery system and more importantly in garment design.

### 2.3. STRATEGIES RELATED TO PEOPLE

**Gail Taylor (2003)**\(^{31}\) has studied the corporate responsibility in the clothing industry, by integrating ethical conduct into the corporate vision statement and company strategy. Increased opportunities have to be provided for smaller enterprises to export and larger enterprises to increase stakeholder interest. The study has proposed methods for obtaining the code of conduct for the enterprises working with communities having unequal opportunities.

**Isabelle Maignan, O.C. Ferrell (2004)**\(^{32}\) have introduced a conceptualization of corporate social responsibility (CSR) emphasizing the role and potential contribution of the marketing discipline. The actions to display conformity with both organizational and stakeholder norms have been shown as CSR initiatives. The managerial processes having needed a monitor stakeholder norm have also been discussed.

**Neena Sondhi, S.R. Singhvi (2006)**\(^{33}\) have focused on gender-based antecedents of garment purchase and have identified the key drives that have influenced the decision...
making process. The ever fashion industry has been a clear reflection of the changing patterns in the social, political, technological and economic environment of a society. Both male and female consumers have becoming brand and fashion conscious. A prototype shift in attitudes and purchase patterns have had a significant implication for the marketer.

**L.M. Kathuria and Khushdeep Dharni (2007)**\(^{34}\) have highlighted the social accountability regulations and have suggested measures to be undertaken by the Indian garment export sector. Globalization has been forcing the organizations to increase the concerns for human rights, for projecting their corporate and brand image, and also to ensure social progress through social accountability standards. (SA 8000-social accountability standard -8000), Worldwide Responsible Accredited Production (WRAP).)

**M. Krishnakumar (2009)**\(^{35}\) has concluded that the successful execution of any garment export order has dependence on the work performance of a merchandiser. The merchandiser plans and co-ordinates all the activities right from order procuring till shipment. Hence he should have comprehensive knowledge of his work procedures and responsibilities for enhancing his efficiency.

**Vijay Chopra (2009)**\(^{36}\), in his suggestion for marketing strategy in 21\(^{st}\) century has stated that today’s discerning customers have been expecting a set of benefits to be delivered effectively for relationship marketing. He has suggested that the companies should adopt value-oriented marketing, to develop a satisfactory value proposition and a value delivery system that can give a feeling of comfort to their customers.

**S N Ghosal (2009)**\(^{37}\) has observed that mere focus on commercial objectives would not sustain businesses. Consumers expect the companies to be more socially responsible and responsive. This may be attained through increased education and awareness to boost corporate revenue and goodwill. The new age customers have made corporate houses to pay attention towards their social responsibilities which has simultaneously served the growth of their businesses.

### 2.4. STRATEGIES RELATED TO PLACE

**Jennivine Kwok, Richard Jones (1998)**\(^{38}\) had stated that the sourcing policy can be used to provide a competitive advantage for clothing manufacturers based in high-cost countries. The paper has shown how Line Corporation Chorus had implemented their
sourcing mix, through a combination of production in different regions, maintaining and developing their competitive position in the women’s wear market in the USA.

Adrian C. Ott (2011) has aimed to explore the impact of time on customer behavior and decision making. Companies have understood how customers value time in relation to their offerings and these companies have been more successful in today's economy and have often achieved competitive advantage through market segmentation. The framework has guided the executives in determining actions and market opportunities for products or services based on a time and attention-centric mindset.

Yang Yu, Val Lindsay (2011) have aimed to clarify the impact of international outsourcing on manufacturing strategy and performance of apparel manufacturing firms. International outsourcing has generated both positive and negative effects on the firms’ competencies in four manufacturing dimensions (cost, quality, flexibility and delivery). Apparel firms engaged in international outsourcing of manufacturing have considered the effects of international outsourcing on manufacturing strategy and the impact of managerial responses to these effects.

2.5. STRATEGIES RELATED TO PRICE

Andrew Hughes (2005) has studied the potentiality to improve the competitive performance of small to medium-sized companies (SMEs) particularly in the UK clothing and textile industry. Results have shown that there have been opportunities to improve the profitability of SMEs if they have been willing to invest the time and effort into setting up an activity-based costing and activity-based management (ABC/ABM system).

Govindarajulu (1994) has examined the pricing policies practiced by hosiery firms that has indicated the presence of cost orientation and absence of market orientation to pricing. The need for strengthening of marketing information system in those firms apart from effective internal accounting systems on costing has been evaluated.

George Joseph Alapatt (2003) has described the organization of production and export performance of selected apparel knitwear units of Tirupur. Unit value realization has been lowered due to stiff competition. This has been tackled by expanding the market share to newer horizons with a focus on high value products within competing markets.
Mallyah Marimuthu (2010)\textsuperscript{44} has discussed the rising cost of raw material, labour, power, operating cost and currency fluctuations resulting in the shrinkage of profit margin in conventional textiles. Therefore accordingly the Indian textile industry should diversify into technical textiles and smart textiles, which have given more profit margins with less operational costs.

Gordhan K. Saini (2011)\textsuperscript{45} has examined the implications of non-tariff measures (NTMs) on firms' international business operations through a survey of India's textiles and clothing exporting firms. The study has assessed the impact of non-tariff measures (NTMs) and the cost incurred in complying with them. The compliance expenditure has varied according to the firm size. USA and European markets and the firms' product profile/type have been the important determinants of compliance cost.

2.6. STRATEGIES - RELATED TO PRODUCT

J. Fan, J.H. Keighley (1989)\textsuperscript{46} have proposed three design methods to overcome the traditional way of wind protection that has used wind-proof fabrics as an outer cover of clothing systems which can resist moisture vapour transfer from the inner body but can cause an associated discomfort; to cover the windward areas of the clothing systems with impermeable fabrics and the leeward areas with permeable fabrics; to block the air movement within the insulating materials of the clothing systems and also to have even air pressure distribution over the circumference of a clothing system. Such innovation in modern clothing system has become the need of the hour for improving marketing strategies to meet the global market.

Kilment (1990)\textsuperscript{47} has analyzed about knitting cotton goods under operational conditions in the application of knitting technique. He has focused on long term success in knitted fabric manufacture which has necessitated production of high value of fabric, colour and quality.

Jelka Gersak (2002)\textsuperscript{48} has presented a system for prediction of garment appearance quality. The results have been based on the study of relation of fabric mechanical properties, quality level of garment appearance and a system for qualitative evaluation of garment appearance and its ideal outfitting.
Jason M. Carpenter, Marguerite Moore, Ann E. Fairhurst (2004) have examined consumer value for the broader concept of the retail brand (apparel) that encompasses the entire consumer shopping experience. The results have indicated that retailers use the “store as the brand” and the strategy should invest in creating a specific, unique shopping experience for their target customer, regardless of the excitement and fun delivered in the shopping experience.

Nancy J. Miller, J.R. Campbell, Mary A. Littrell, Daryl Travnicek (2005) have developed an instrument for measuring perceptions and preferences of garment design characteristics and has evaluated levels of acceptance for garment style, fabric print, and color. For the product development process and market positioning and strategy decisions have been needed for enhanced product adoption. An understanding on product attributes similar to existing or competing products and attributes have deviated from the currently accepted consumer culture which has been clarified.

Virginia S Borland (2005) has stated that in order to reach large number of people through every link of the supply chain, more and more of fibre companies have been turning their attention to fashion. Sample garments, color forecasts, development of fabrics and general trend ideas have provided valuable information on planning and styling lines. Novel advanced yarns and newer fabrics into the industry like INVISTA fabrics of England tend to improve apparel feature and withstands the fashion market.

Emily Walzer (2006) has studied the impact of HRM on factory performance in the Indian Garment exporting industry. The study has found out that the presence of more advanced knowledge on practicing HRM systems has a tangible and positive effect on production efficiency and quality performance outcomes.

Dorothy Maxwell (2009) has demonstrated that sustainability has a serious direction in the fashion and textile industry globally. It has been important for industry players to create awareness and understand the issues and knowledge to implement sustainability practices.

Xiao Tong, Jana M. Hawley (2009) have used a structural model to examine the relationship between marketing activities and the dimensions of brand equity for imported clothing brands in China. The study also has examined the directional relationships.
between brand equity dimensions. The results have indicated the effects of store image, celebrity endorsement, event sponsorship and web advertising on brand equity with impact on price promotions.

M. Larney, A.M. van Aardt (2010)\textsuperscript{55} have identified the methods of solid waste disposal and recycling practices of the apparel industry in South Africa to determine the barriers to recycle and the marketing strategies which would be appropriate for products made from recycled materials. The results have indicated that most of the apparel manufacturers have used landfills to dispose of their waste with the consideration of economic feasibility.

M.D.Teli (2002)\textsuperscript{56} has identified maximum diversity build in the garment industry. The sector has to think of modernization and innovative products for sustenance in the global competition. Grasim, anti-microbial range of the fabrics, totally biodegradable acetate fibers, the viscose/acrylic linen, have fulfilled the needs of the most exacting use. In addition to the conventional products, every single textile sector has to come up with innovative products.

Ashok Hagi and P.V Kodole (2005)\textsuperscript{57} have observed that social concern and corporate transparency have become ingredients of total quality. The manufacturer or service provider, to survive, has to use the certified raw materials (OEKOTEX – 1000 etc). Market is sure to reject a product unaccompanied by an eco-label or the label of an accepted quality concept.

R. Duraipandian and R.Anitha (2007)\textsuperscript{58} have studied about the integrated approach involved in exporter units. To create a better image of Indian apparel in global market and to increase the market share, the internal hurdles should be removed or minimized to build a favorable brand image in the international market.

Harikrishnan (2009)\textsuperscript{59} has studied the effect of green technology. This buyer driven trend has made commercial sense as working with organic cotton with no harmful chemicals, has raised the value bar for exporter’s kids wear and undergarments because of the health implications of the concept. This has warranted skin soothing feel and finish.
Sandeep Handa (2009)\textsuperscript{60} has stated that even ordinary fabric can be used for product design if the embellishments and presentations have been unique. All sorts of fabrics from ordinary cotton, voiles to silk and blends can be used, but the real value for the garment has been added from the quality of beads, hand embroidery, ornamentation and stitch details. Such a type of higher value niche product market segment has shown a considerable growth.

Shri Paul Oswai (2009)\textsuperscript{61} has believed that the Indian companies have been striving to set new standard on brand building scenario. He has stated that committing oneself to quality, getting the customer’s loyalty, understanding the pulse of the fast changing players, have been the things to do in current times.

R.N. Joshi, S.P. Singh (2010)\textsuperscript{62} have measured the total factor productivity (TFP) in the Indian garment-manufacturing firms. They have identified sources of the TFP and suggested measures for the firms to enhance their productivity. Results have revealed that the productivity growth has contributed to technical efficiency change rather than to a technological change.

Ashok Jineja (2010)\textsuperscript{63} the Vice President of the textile association, has observed that most textile companies in the country have been forced to innovate new products and to explore new markets. Such innovations can be called out by gaining knowledge about present market scenario and government initiatives.

2.7. STRATEGIES RELATED TO PROMOTION

A.K. Shamsuddoha, M. Yunus Ali (2006)\textsuperscript{64} have found that the impact of export promotion programmes (EPPs) on the firms’ export performance (FEP) has received little attention in the export literature. The usage of export promotion programmes has direct impact on firm's export knowledge, and the managers’ perception has in turn influenced the commitment to export, export strategy and FEP.

Ian Phau, Denise Ong (2007)\textsuperscript{65} has conducted a survey from 380 respondents, who have rated environmental claims, contained in promotional messages delivered via garment tags attached to T-shirts of green brand and mainstream leisure clothing. They have found environmental claims to be more credible if attributed to the green brands than to the neutral brand.
Minjung Park, Sharron J. Lennon, (2009)\textsuperscript{66} have examined the effect of brand name and promotion on consumers’ perceived value, store image, and purchase intention. There has been a positive relationship among perceived value, store image and behavioral intention. Online retailers have to enhance their brand familiarity in terms of creating positive store image. Effective sales promotions could be used to attract more new consumers.

Hae Jin Gam (2011)\textsuperscript{67} has identified whether fashion and shopping orientation have been the determinants of Eco friendly clothing purchase intention. A survey has been conducted to examine the effects of fashion orientation, shopping orientation, and environmental concern and eco-friendly behavior on the purchase intention of Eco friendly clothing. The study has suggested that effective marketing approaches as well as strategies have to be adopted considering the Eco friendly clothing decisions to effectively market eco-friendly products.

Saket Jaipuria (2008)\textsuperscript{68} has observed that India has been at its nascent stage in Technical textiles. The new product category and the growing awareness in the medical textile field in international trade fairs have lead them to venture in this segment which has been bio degradable with skin friendly fabric and it has added functionalism and has focused on exploring new markets.

2.8. STRATEGIES RELATED TO PHYSICAL DISTRIBUTION

David Tyler, Jo Heeley, Tracy Bhamra (2006)\textsuperscript{69} have researched on the textiles and fashion clothing supply chain with the objective of identifying factors that constrain company activities and inhibit competitiveness. Timing of fabric trade shows, lack of control of availability of fabric, forecasting, late stage product changes and the geographical proximity to market have been the identified factors. Strategic directions for fashion supply chains have been suggested for developing strong personal and organizational relationships.

Kajsa Hulthén, Lars-Erik Gadde (2007)\textsuperscript{70} have analyzed the characteristics and implications of the evolving distribution arrangements by comparing the features with those of ‘traditional channels’. New distribution configurations have been made available through technical developments in manufacturing, efficient systems in physical distribution and information exchange.
Vikram Dhawan, GM, Redcats India private Ltd., (2008)\textsuperscript{71} have stated that their company had adopted multi channel (Internet sales, catalogue sales and specialty stores) cum multi product strategy to reach 35 million customers. He had stressed the importance of diversification as a core strategy to cater to the wide product profile as apparels, fashion accessories, home textiles and some niche products.

2.9. STRATEGIES RELATED TO PRESENTATION

K. Durairaj (2005)\textsuperscript{72} has mentioned that the customers (buyers) have been guided by a strong focused presentation. At the point of purchase, visual merchandising, a technique of non-personal physical presentation of the merchandise or ideas has persuaded the buyers.

Amalesh Sharma (2011)\textsuperscript{73} has studied the emerging nature of on-line marketing and has defined the next generation strategies for online marketers. The survey has been conducted to determine the viewpoints of the consumers, to show the original market trends and the necessity for innovative strategies, which will dominate the online marketing world in the near future.

2.10. GOVERNMENT INITIATIVES

Asia pulse news (2000)\textsuperscript{74} The State Economic and Trade Commission of China have approved 115 textile technical renovation projects in three groups, estimated to cost 14.71 billion Yuan (US$1.8 billion), with 9.76 billion Yuan of bank loans.

Pakistan Press International (2006)\textsuperscript{75} The Pakistan government has removed the 5% customs duty on import of textile machinery in the annual budget of 2005-06, to overcome the troublesome situation of home textiles.

Pakistan Press International (2006)\textsuperscript{76} Pakistani exporters have provided the facility of testing their products in 19 internationally accredited labs within Pakistan. These labs have successfully participated in 35 international proficiency testing schemes for the quality of technical textile raw materials and products.

Seshadri Ramkumar and Appachi Arunachalam, (2009)\textsuperscript{77} have stated that the Government of India has come up with several positive schemes to support the growth of the non woven and technical textile industry. Center for Excellence in Technical Textiles has been likely to be set up in Surat very soon. Details have been worked out by the
Government of Gujarat in collaboration with South Gujarat Chamber of Commerce and Industries. These units will manufacture medical textiles, geo textiles, parachute textiles, laminated fabrics; application in agriculture etc.

**A. Sakthivel (2009)** The Government of India has announced various stimulus packages to overcome the crisis: Reduction in interest rate for pre and post shipment advances, reduction in interest rates for SME units to PLR + 4 per cent (Primary Lending Rate) subject to a minimum of 7 per cent, restoration in the rate of Duty drawback and DEPB (Duty Entitlement Pass Book), Reduction of 4 per cent in excise duty across board.

**A. Sakthivel (2009)** In the budget 2009-10, the Fringe benefit tax has been scrapped, 2 per cent interest subvention for exporters has been extended up to March 2010, Tax holiday period has been extended & Rs.4200 crores has been allotted for TUF scheme (Technology Upgradation Fund).

**A. Sakthivel, (2011)** The Ministry of Finance has revised the Duty Drawback rate from 11% to 13% depending upon the type of garments on 22nd September 2011 and the new rates have become effective from 1st October 2011.

**The Green Textile Movement (2011)**, a division of the NIFT TEA Knitwear Fashion Institute, Tirupur, has come up with an ‘eco green industrial evaporator’ to treat textile effluents based on a similar German technology.

The yester years’ reviews have explored the prominent areas supporting and assessing the marketing strategies adopted for exporting garments (clothes) both at national and international levels. This has created a base to discuss on these issues relating to the “Tirupur knitwear garment industry – A profile” in Chapter III dealing with India’s international marketing scenario, Chronological growth of Tirupur knitwear industry, Progress, Competitiveness, Constraints and the scope for the development of the industry.
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