Appendix - 1
TEXTILE POLICY

1. INTRODUCTION:

The structure of the textile industry is extremely complex with the modern, sophisticated and highly mechanized mill sector on the one hand and the hand spinning and hand-weaving (handloom) sector on the other; in between falls the decentralized small scale power loom sector. If we include the all the three sectors, the cotton and synthetic textile industry in India is the largest of the Industrial output, providing employment to over 20 million persons and contributing around 33 per cent of the total export earnings.

The Indian textile industry is predominantly cotton based with 65 per cent of the fabric production in the country being accounted for by cotton. Production of raw cotton varies from year to year depending upon the rainfall and weather conditions and price fluctuations in raw cotton affect the industry. The pattern of consumption of textiles is undergoing a change. Man-made fibres are slowly entering the consumption pattern. The average per capita consumption of cloth (cotton plus man-made fibres) has remained constant around 15 meters since 1960-61 till 1980-81. Since then the average per capita consumption of cloth has increase steadily nearly 31 meters in 1997-98. There has been a steady increase in the per capita consumption of both cotton cloth and man-made fibres.

2. NATIONAL TEXTILE POLICY 1985:

In June 1985, the Government of India announced the policy with the main objective to increase the production of cloth of acceptable quality at reasonable prices to meet the clothing requirements of a growing restructured framework having the following three dimensions.

a. The industry is viewed term of stages of its manufacturing process, namely, spinning, weaving and processing.

b. The industry is provided with fuller flexibility in the use various fibers.
c. The industry is subjected to more pragmatic policies competition and promote health growth in industry.

As a natural corollary of the restructured framework, the new textile policy states for the purpose of policy, power looms in the organized mill sector and in the unorganized powerloom sector shall, as far as possible, be treated at par and allowed to compete on the basis of their inherent strength and capabilities. Similarly, in the processing sector independent power processors and processing houses in the mill sector is to be treated at par. Regarding the handloom sector, to ensure higher earnings for handloom weavers, greater emphasis is to be placed on the modernization of looms and provision of technological and other inputs for improving productivity of handlooms and the quality and finish of handloom products. Besides, the production of mixed and blended fabrics on is to be encouraged. A Contributory Thrift Fund Scheme to provide assistance to handloom weavers during times of need was set up. Last but not the least, the responsibility for entire production of controlled cloth was transferred to the handloom sector by the end of the Seventh Plan.

3. AN ASSESSMENT OF THE TEXTILE POLICY:

Mr. Manharlal Shah, Chairman, Mill-owners Association welcomed the new policy, specially the reduction of fiscal levied on man-made fibres and yarn, the liberal import of machinery which was not indigenously manufactured and the permission to close down non-viable units.

i. The Government believes that as result of the reduction in the reduction in fiscal review on synthetic and blended fabrics, there will be substantial encouragement to production to meet the people’s requirement of cloth on the one hand and lower prices on the other.

ii. The power loom sector is likely to be seriously hit with the new textile policy, particularly the placement unorganized mill sector.

iii. The responsibility of the production of entire controlled cloth has been transferred to the handloom sector. The organized mill sector is really happy that is has been absolved of its responsibility of production of controlled cloth. The Government has adopted several policy measures to improve the health of the textile industry:
a. The Textile modernization Fund set up in 1986 with a corpus of 750 Crores has received an overwhelming response from the mills.

b. The Government has evolved a turnaround strategy for the sick mills of NTC which includes providing working capital finances to tide over liquidity problems, capacity modernization and shedding of surplus labour through a voluntary retirement scheme.

c. The Government of India is fully aware that, in the context of progressive globalization, the Indian textile industry should improve product quality and cost major initiatives. To this end, the government has taken two major initiatives, viz., the establishment of Cotton Technology Mission (CTM) and Technology Upgradation Fund (TUF). CTM will aim at improving productivity and utility of cotton and TUF will address the problems of technology obsolesces, especially in the weaving and processing sectors.

d. In July 1998, the government set up an expert group to review the existing textile policy, and recommend measures to help the industry against international competition.

The new challenges and opportunities are presented by the changing global environment. The process of gradual phasing is initiated in the form of the quantitative restrictions on imports and the lowering of tariff levels for an integration of the world textile and clothing markets by end 2004. There is the need for focused approach to maximizing opportunities and strengths inherent in the situation.

4. NATIONAL TEXTILE POLICY – 2000:

The Indian Textile Industry has the multifaceted advantages. The policy of the Government is developing a strong and vibrant industry. It can produce cloth of good quality at acceptable prices to meet the growing needs of the people. It should increasingly contribute to the provision of sustainable employment and the economic growth of the nation; and compete with confidence for an increasing share of the global market.

5. OBJECTIVES:

The objectives of the national Textile policy (2002) are given below:

- To facilitate the Textile Industry to attain and sustain a pre-eminent global standing in the manufacture and export of clothing;
• To equip the Industry to withstand pressure of import penetration and maintain a dominant presence in the domestic market;
• To liberalize controls and regulation so that the different segments of the textile industry are enabled to perform in a greater competitive environment;
• To enable the industry to world class state-of-the-art manufacturing capabilities in conformity with environmental standards, and for this purpose to encourage both Foreign Direct investment as well as research and development in the sector;
• To develop a strong multi-fibre base with thrust of product upgrading and diversification;
• To sustain and strengthen the traditional knowledge, skills and capabilities of our weavers and craftspeople;
• To enrich human resource skills and capabilities, with special emphasis on those working in the decentralized sectors of the Industry; and for this purpose to revitalize the Institutional structure;
• To expand productive employment by enabling the growth of the industry with particular effort directed to enhancing the benefits to the north east region;
• To make Information Technology (IT), an integral of the entire value chain of textile production and thereby facilitate the industry to achieve international standards in terms of quality, design and marketing and;
• To involve and ensure the active co-operation and partnership of the State Governments, Financial Institutions, Entrepreneurs, Farmers and Non- Governmental Organizations in the fulfillment of these objectives.

6. IMPORTANT TARGET AND OUTPUTS:

The important targets and output are given below:

i. To achieve the target of textile and apparel exports from the present level of US $ 11 billion to US $ 50 billion by 2010 of which the share of garments will be US $ 25 billion.
ii. To implement vigorously, in a time bound manner, the Technology upgradation Fund Scheme (TUFS) covering all manufacturing segments of the industry;

iii. To achieve increase in cotton productivity by at least 50% and upgrade its quality to international standards, through effective implementation of the Technology Mission on cotton;

iv. To assist the private sector to set specialized financial arrangements to fund the diverse needs of the textile industry;

v. To encourage the private sector to set up world class, environment-friendly, integrated textile complexes and textile processing units in different parts of the country;

vi. To strengthen and encourage the handloom industry to produce value added items and assist the industry to forge joint ventures to secure global markets.

7. SECTORAL INITIATIVES:

Within the framework of the policy, the following sector – specific initiatives will be taken:

A. Raw Material:

The thrust will be on improving the availability, productivity and quality of raw materials at reasonable prices for the industry. Necessary capabilities, including R and D facilities for improvement of fibre quality and development of specialized fibres/yarns. The endeavor will be to make available different varieties (from standard to specialized) of textile fibres/yarns of internationally quality at reasonable prices. The multi-fibre approach of providing full fibre flexibility will be continued. Though cotton is expected to continue to be the dominant fibre, special attention will be given to bring the balance between cotton and non-cotton fibres closer to international trends.

B. Man –Made Fibre:

Full fibre flexibility between cotton and man-made fibres and consumption of specialized man-made fibres/yarns will be encouraged. Non-standard denierages in man-made filament yarn and spun yarn will be phased out and BIS standards harmonized with world standards. Special attention will be given to the production of fibres required for technical textiles.
C. **Spinning Sector:**

Despite the thrust given by the Textile policy of 1985 to the spinning sector, resulting in considerable modernization, 80 percent capacity utilization, and a 20 percent share of global cotton yarn exports, cotton spinning still suffers the problems of over-capacity and obsolete spindleage. This policy will continue the effort to modernize and upgrade technology to international levels, and take the following steps, in cotton spinning as well as the worsted woolen sectors:

- Encourage the spinning sector to continue to modernise;
- Liberalise and encourage export of cotton yarn; and
- Review from time to time the hank obligation while ensuring supply of adequate quantity of yarn to the handloom sector.

D. **Weaving Sector:**

Despite a 58% global share of looms, consisting of 3.5 million handlooms and 1.8 million power looms, technology still remains backward. This sector, critical to the survival of the Indian textile industry and its export thrust, will be rapidly modernized. Clustering of production facilities in the decentralized sector will be encouraged to achieve optimum size and adopt appropriate technology.

E. **Powerloom Industry:**

The power loom sector occupies a pivotal position in the Indian textile industry. However, its growth has been stunted by technological obsolescence, fragmented structure, low productivity and low-end quality products. The focus will therefore be on:

- Technology upgradation;
- Modernisation of Power loom Service Centres and testing facilities;
- Clustering of facilities to achieve optimum levels of production;
- Welfare schemes for ensuring a healthy and safe working environment for the workers.

F. **Handloom Industry:**

The handloom sector known for its heritage and the tradition of excellent craftsmanship. It provides livelihood to millions of weavers and crafts persons. The industry has not only survived but also grown over the decades due to its inherent strengths like flexibility of production in small quantities, openness to innovation, low
level of capital investment and immense possibility of designing fabrics. Government will continue to accord priority to this sector. Steps would be taken to promote and develop its exclusiveness for the global market. Measures will include the following:

G **Knitting:**

Hosiery knitting, growth of which accelerated during the last decade, primarily because of expansion of hosiery into global fashion knitwear is expected to expand into the apparel and home furnishing sectors. In this segment, the following measures will be taken:

- Review of the policy of SSI Reservation for this sector;
- Encouragement to Technology Upgradation and expansion of capacity; and
- Introduction of Support systems for commercial intelligence, design and fashion inputs.

H **Processing and Finishing:**

Processing is the weakest link in the textile production chain, and results in loss of potential value. To bring about the necessary improvement

- Government will encourage setting up of modern processing units, meeting international quality and environmental norms;
- The network CAD / CAM, computerized colour matching and testing facilities will be expanded, particularly in the clusters of the decentralized textile centres;
- Research support will be extended in achieving ISO 9000 and ISO 14000 standards; and
- Thrust will be given on development of eco-friendly dyes, including natural and vegetable dyes, and on energy conservation.

The government is committed to providing a conducive environment to enable the Indian textile industry to realize its full potential, to achieve global excellence, and to fulfill its obligation to different sections of the society. In the fulfillment of these objectives, government will enlist the co-operation and involvement of all stakeholders and ensure an effective and responsive delivery system.

Urgent steps are needed to bring in a modified tax structure and for developing basic infrastructure, including an airport in the city to make the industries
here globally competitive. There is the non-conducive economic environment for the industries in and around Surat – the commercial capital of the state. The contribution made by these industries to the national exchequer. Around Rs. 5,000 Crore are generated from the industries based in and around Surat as revenue by way Central Excise and Customs Duty, and Income-tax. Even then the required measures to uplift the industries in textile and diamond sector are not on the priority of the state and the Central government, he asserted. It is essential to restructure the tax system as levied on the textile industry and forwarded of levying the same at the spinners’ level alone, so that down the stream, in-between value addition units for conversion of textile yarns to finished materials are not taxed and hence, saved from harassment at the hands of revenue officials.

Further, the duty structure in independent process houses and yarn manufacturing units is so high that the finished products find difficult to sustain in the international market. Keeping in view of the international pricing based on the global tax structure in some of the countries, the textile industries here too have a rationalized structure base. The city though contributes over more than half of the total production of textile products in the country, it is not linked with other centres of the country and adroad by way of air services. As a result, the industries here have been operating in a local environment making it disadvantageous for the local economy in this era of globalization.

8. CAPACITY BUILDING OF TEXTILE SMES THROUGH CLUSTER BASED APPROACH LAUNCHED BY TEXTILES:

The Small and Medium Enterprises (SMEs), which are primarily decentralized, occupy an important role in the textile and clothing economy in the country. The predominance of the SMEs can be seen in the entire supply chain of the textile industry – cotton ginning and processing, weaving, processing and apparel manufacturing. The National Programme for the capacity building of textile SMEs is launched on 13th June 2002. Notwithstanding some natural advantage like low costs and flexibility, the SMEs suffer from the disadvantages of being in relatively isolated environment and are constrained by their capacity to adopt the required technology, improve productivity and access the markets in an efficient manner. The on set of globalization of trade and economic liberalization within the country has
posed new challenges and opportunities for the Indian Textile industry in general and SMEs in particular.

An individual SME by being in relative isolation and smaller in size is not in a position to address the issues affecting it’s competitiveness on its own. Neither it is feasible for any support service institution to address the issues at firm level in view of large numbers of SMEs. The clusters offer critical mass for the customization of SMEs services. The clusters also enable information and knowledge networks in the areas related to markets, technology and input providers. Therefore, a strategy and approach aimed at the cluster as a whole encompassing the individual requirements of the SMEs and involving all cluster development institutions is the strategy to address the above issues.

There has been lot of evidence to indicate the positive impact on SMEs by a cluster based development strategy, all over the world, including UNIDO’s intervention in clusters like Ludhiana, Tirupur, Jaipur etc. Based on these experiences and also the experience of the Textiles Committee, this programme has been drawn up.

The Programme contents

• The objective of this programme is capacity building of SMEs, through a cluster based approach, by way of fostering the collective efficiency of SMEs and improving the support systems, so that the emerging opportunities on account of globalization and liberalization are exploited.
• 23 Major clusters having concentration of SMEs and where the Textiles Committee has presence have been identified for intervention under the programme.
• A Diagnostic Study will be conducted in these clusters to identify gaps and support initiatives required to be provided by various organizations including Central / state Governments, Industry Associations and the SMEs themselves.
• An Action plan will be drawn up based on such Diagnostic Study, to fill the identified gaps, for 3 year period from 2002 – 03 to 2004 – 05 which include the actions to be taken by the SMEs themselves, their enterprise partners, the association and the support service institutions with the objective of improving business processes like modernization of
technology, quality upgradation, product innovation and diversification, marketing skill acquisition, infrastructure etc.

- Textiles Committee, which has transformed itself from regulation to facilitation, will act as coordination agency in implementation of this programme. The services of various support institutions will be roped in to implement the plan.

9. **SME ACT 2006:**

The Micro, Small and Medium Enterprises Development (SME) act of 2006, which came into effect from October 2, 2006 defines SMEs entities that have an investments of above Rs. 10mn and below Rs 100mn in plant Machinery for firms engaged in production of goods. Considering the challenges entailed in tapping financial information from a highly fragmented sector, Dun & Bradstreet India (D and B India) has formulated a correlation between investment and turnover to arrive at a benchmark of Rs. 1,000 mn turnover for the SMEs.

Emerging Textile SMEs of India focuses on manufactures of textile products across the value chain, from yarn, fibres to processing and finished goods. Trading companies have been excluded. The publication also includes diversified companies operation in the textile and readymade in the textiles and readymade garments space having business interests in other industries. The publication has excluded subsidiaries of large Indian business houses, multinational companies and subsidiaries of multination companies thus honouring the true Indian entrepreneurial spirit that the SMEs represent.

10. **COTTON ADVISORY BOARD (CAB):**

The cotton Advisory Board is a representative body of the Government / Growers / industry / Trade. It advises the Government generally on matters pertaining to production, consumption and marketing and also provides a forum for liaison among the cotton textile mill industry, the cotton growers, the cotton trade and the Government. The Board as reconstituted n 19.05.99, has 40 Members, of Government nominees, 6 representative of cotton growers, 7 representatives of the Textile Industry, 5 representatives of the Cotton Trade, 4 representatives of the cotton Research and Development, 2 representatives from the Handloom sector and 1 representative from the Ginning and Pressing Sector. The reconstituted Board is valid up to 18.05.2001.
11. INTERNATIONAL COTTON ADVISORY COMMITTEE (ICAC):

The international cotton Advisory Committee is an association of governments having an interest in the production, export, import and consumption of cotton. It is an organization designed to promote cooperation in the solution of cotton problems, particularly those of international scope and significance. The factions of the international Cotton Advisory Committee, as defined in the Rules and Regulations, are: To observe and keep in close touch with developments affecting the world cotton situation. To collect and disseminate complete, authentic, and timely statistics on world cotton production, trade, consumption stock and prices.
MARKETING OF POWERLOOM FABRICS IN ICHALKARANJI

<table>
<thead>
<tr>
<th>Reference Year:</th>
<th>Sr.No.:</th>
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</table>

Identification:

1.1 Name and Address of the Respondent:

Tel.No.:  
Mobile No.:  
Email:

1.2 Name of the Firm & Address:
Website of the Firm:
Tel.No.:
Mobile No.:
Email:

1.3 Do you have Trading Offices in other cities? If yes, please mention.

1.4 Educational Qualification of the Trader:
Standards:

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<tr>
<th>Standards</th>
<th>Below 10th</th>
<th>10th Pass</th>
<th>12th Pass</th>
<th>Diploma</th>
<th>Degree</th>
<th>Post-Graduate</th>
<th>Ph.D.</th>
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<td>12th Pass</td>
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<td>(If Any Other)</td>
<td>B.A.</td>
<td>M.A.</td>
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<tr>
<td>Diploma</td>
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<td>M.A.</td>
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1.5 Form of business organisation: (Please * Tick the appropriate form of business organisation)

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<thead>
<tr>
<th>Sr.No.</th>
<th>Form of business organisation</th>
<th>Tick *</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Proprietorship / Individual Ownership</td>
<td></td>
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<tr>
<td>2</td>
<td>Partnership</td>
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</table>
### 1.6 When did you start your business:

### 1.7 What is your total investment in your business?

### 1.8 Do you have any brand name?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

### 1.9 Loom Details:

<table>
<thead>
<tr>
<th>Type of Looms</th>
<th>No. of Looms</th>
<th>Production per shift (8 hrs / 12 hrs)</th>
<th>No. of Shifts in a day</th>
<th>Avg. No. of working days in a Year</th>
<th>Items Produced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shuttle less</td>
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<tr>
<td>Automatic</td>
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<tr>
<td>Semi-Automatic</td>
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<tr>
<td>Plain</td>
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<tr>
<td>Others</td>
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</table>

### 1.10 Product Profile:

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Name of the Product</th>
<th>Share in Trading (%)</th>
<th>Destination (domestic/ export)</th>
<th>Price per metre or price per kg*</th>
<th>Cost per metre or per kg*</th>
<th>Turn Over of the business per Year</th>
</tr>
</thead>
</table>

227
1.10 How long have you been trading this type of fabric / these types of fabrics?

2 Marketing Practices:

2.1 How are the Orders received?

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Through</th>
<th>Please Tick*</th>
<th>Average Cost per Month (in Rs.)</th>
<th>Any constraint in communication (Please explain)**</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Letters</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Land Phone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sr.No.</td>
<td>Item</td>
<td>Value of Procurement / Month (in Rs.)</td>
<td>Mode of procurement*</td>
<td>Place of procurement</td>
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<td>--------</td>
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</tr>
<tr>
<td>1</td>
<td>Raw materials</td>
<td>Ichalkaranji or any other place</td>
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<td></td>
</tr>
</tbody>
</table>

*1- agent, 2- wholesaler, 3- local retailers 4- others (Please Specify)

2.3 Raw material procurement by Supplier-II: (Fabric Trader)

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Location of Supplier-I (Fabric Manufacturer)</th>
<th>% of procurement</th>
<th>Frequency / pm &amp; total value of procurement (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td></td>
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</tbody>
</table>

2.4 Communication with Supplier-I (Fabric Manufacturer) to close one deal, General Trend

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Mode</th>
<th>No. of times a communication is used in a deal</th>
<th>Order in which communication channel are used in a deal (rank them)</th>
<th>Remarks (% of use of a communication channel)</th>
</tr>
</thead>
<tbody>
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</table>
### 2.5 Do you use any of the following direct sources for selling and distributing your products?

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Source</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agents</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Wholesalers</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Companies own sales people</td>
<td></td>
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<tr>
<td>4</td>
<td>Any Other (For e.g. Distributor)</td>
<td></td>
</tr>
</tbody>
</table>

### 2.6 Area distribution of the product

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Area</th>
<th>Pl. Tick</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mostly to urban area</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Mostly to semi-urban area</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Mostly to rural area</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Mostly to the Mumbai</td>
<td></td>
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</tbody>
</table>
Mostly to the Kolkatta
Mostly to the Ahmedabad
Mostly to the Bangalore
Mostly to the Delhi
Mostly to the South India
Mostly to Any Other City
Mostly to the Local Market Ichalkaranji

### Business Operations

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Location of Supplier-III (Wholesaler, Distributor Or Retailer)</th>
<th>% of procurement</th>
<th>Frequency / Month &amp; total Value of procurement (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
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<td></td>
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<tr>
<td>2</td>
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<tr>
<td>5</td>
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</table>

#### 2.8 Communication with Supplier-III (Wholesaler, Distributor Or Retailer) to close one deal, General Trend

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Mode</th>
<th>No. of times the communication channel is used in a deal</th>
<th>Order in which communication channel are used in a deal (rank them)</th>
<th>Final communication channel to close a deal</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Letters</td>
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</tr>
<tr>
<td>2</td>
<td>Telephone (Landline)</td>
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</tr>
<tr>
<td>3</td>
<td>Cell Phone</td>
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<tr>
<td>4</td>
<td>Fax</td>
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</tbody>
</table>
2.9 Is it important to close a deal in a written form, e.g. fax, e-mail?

Yes [ ] No [ ]

2.10 If yes, the preference

Fax [ ] e-mail [ ] letters [ ]
Others (Specify -----------------------------)

2.11 Are you aware of the Supplier III (Wholesaler, Distributor or Retailer if the chain ends) in the supply chain? Yes / No

If yes, category of Supplier-III (Wholesaler, Distributor or Retailer if the chain ends) in the Chain Supply is

2.12 Are you aware of the Supplier-IV (Retailer who holds inventory and supplies to the final customer) in the Chain Supply?

Yes / No

If yes, category of Supplier-IV (Retailer who holds inventory and supplies to the final customer) in the Chain Supply

2.13 Do you think the present mode of communication needs improvement for increasing business?

Yes [ ] No [ ]

2.14 What is the nature of technology related support do you require? Please elaborate.
2.15  Do you sell your fabric on credit? If yes, for how many days / months.

Yes  [ ]  No  [ ]

2.16  Do you get payment timely?

Yes  [ ]  No  [ ]

2.17  How much commission do you give to the broker?

[ ]

2.18  Do you think brokers are necessary?

Yes  [ ]  No  [ ]

2.19  Have you ever lost your payment?

Yes  [ ]  No  [ ]

2.20  How much and how many times have you lost your payment?

[ ]

2.21  Do you give guarantee / assurance of the quality?

Yes  [ ]  No  [ ]
2.22  Do you have any marketing executives?

Yes  
No  

2.23  Has your product ever been rejected? If yes, what is the reason?

Yes  
No  

2.24  How do you select your sellers?

a) Relationship with the seller,  
b) Paying capacity of the Seller,  
c) If anything else, please mention.  

2.25  Have you installed second hand looms? If yes, how many and which?  

2.26  Have you installed new looms? If yes, how many and which?  

2.27  Which factor influence your selling and buying decisions?

<table>
<thead>
<tr>
<th>Selling Decision Factors</th>
<th>Buying Decision Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2.28  Do you sell?

a) Grey Fabric  
b) Finished Fabric  

2.29  What is the method of fabric selling and buying?

<table>
<thead>
<tr>
<th>Methods of Selling</th>
<th>Methods of Buying</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2.30 Which problems do you face in marketing?


2.31 What are the risk factors in your business?


2.32 Are you happy with your business? If no, please give the reasons.


2.33 Do you want to start manufacturing?

Yes

No

Already Manufacturing


2.34 Who started business?

a) You, b) Your Father, c) Some one else.


2.35 What is the future planning of your business? Please justify your opinion.


3 Employment

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Category</th>
<th>Education level (No. of employees)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Below HSC</td>
<td>HSC</td>
</tr>
<tr>
<td>1</td>
<td>Managerial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Supervisors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Sales Personnel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Shop Floor Workers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Other (Please Specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3.1 How many your family members and relatives are working in your organisation?

Concepts and Definitions:

Supplier 0: is one who supplies the raw materials to the powerloom weavers. The raw materials could be the yarn for the Supplier I who is either a powerloom manufacturer (has production facilities) or the master weaver who controls some (may have his number of looms production facilities also in addition to the controlled looms).

Supplier II: is one who procures the finished product from the Supplier I. The examples of Supplier II could be an agent (who does not hold inventory) or a wholesaler or distributor or otherwise.

Supplier III: is an actor in the supply chain who procures material from the Supplier II for supplying down the line to the Supplier IV. Supplier III could be a wholesaler, distributor or a retailer if the chain ends.

Supplier IV: could be a retailer who holds inventory and supplies to the final customer.