Cotton Textile Industry is one of the oldest industrial establishment in India. It occupies a commanding position in the Industrial Sector. In fact Indian industrialisation started more than a century ago on the solid foundation of Textile Industry. Millions of people earn their livelihood by working in this sector. Its high degree employment potential makes it one of the key sectors of the national economy. It enjoys conspicuous position in the country's index of industrial production and contributes substantially to its Gross National Product. The textile industry is also a major foreign exchange earner for the country by virtue of the export potential of its products. In a way the growth and development of the textile industry has a vital bearing on the strength of the national economy as a whole. By virtue of its size, employment potential and contribution to the product for domestic use, the cotton textile industry occupies a unique place in the industrial map of the country. A number of ancilliary industries have also been established in this sector, mainly producing such accessories and chemicals as are essential for the cotton textile industry.

**CONCLUSION**
India is one of the largest textile producing countries in the world. Long ago Indian textile goods entered the International Market and in the field of textile production India has perhaps very few equals in the International Textile Scene. It is also an industry of diverse interests operating on a multi-tier base. It has both the decentralised sector comprising handlooms and the powerlooms, as well as the organised cotton mill sector consisting of private mills and Government owned National Textile Companies group of mills and other sectors like the Woolen, the Art-Silk and synthetics and the pure silk. In addition to this there is a co-operative sector which is growing very fast particularly in the spinning field.

EXPORT TRADE and promotional activities pattern in India have undergone radical changes since independence. With the rapid industrial development, India is no longer merely the exporter of basic raw materials. India today is one of the leading textile exporters of primary commodities and finished products, namely cotton fabrics, handcrafts, cotton yarn and cloth, cotton textiles, ready-made garments, cotton handloom products along with other important products like jute goods, engineering goods, leather goods, chemicals and allied products. The export markets
have steadily expanded over the years and today its has spread to almost all parts of the world including the highly industrialised countries like U.S.A., U.K. and Japan. In fact India has found its top export market in five most advanced countries such as U.S.A., U.K., West Germany, U.S.S.R., and Japan. A host of other countries in Europe as well as in the Middle East do import Indian textile products.

The Government of India's Export Policy envisages a major role for large concerns and provisions have been made for better incentives to producing units in different sectors including cotton textile industry. Several measures have been adopted by the Government to promote the growth and development of the export oriented cotton textile industry. Easy import of technical know-how, creation of exclusive export oriented free trade zones, liberalisation of rules for foreign exchange, tax holidays, incentives for foreign collaboration and joint ventures etc. are some of the effective steps taken by the Government in this direction. Emphasis is also laid on cost efficiency combined with maximum output to provide optimum benefits to the cotton textile industry.
But the setting up of the Export Promotion Councils by the Government is the most effective step for boosting the export of cotton textile goods. At the same time most modern marketing research techniques are used to promote exports in the cotton textile industry in the country.

The Indian Textile Industry has a broad based structure comprising six sectors such as Khadi, Handlooms, Powerlooms, Garment Sector, Cooperative Sector and Knitting Sector. The two significant factors that contributed to the phenomenal growth and huge expansion of all these units are the abundant supply of the basic raw material cotton and the evergrowing demand from a large domestic market. The industry has not only succeeded in meeting the demands of the internal market but also does a lot to meet its export commitments in the external market.

In the preceding chapters, a detailed examination has been made on the role of Public Agencies in Promoting Export of Textiles particularly with reference to the National Textile Corporation of India, Handicrafts and Handloom Export Corporation of India and the State Trading Corporation of India. In addition to these public agencies, there are few research organisations in the country...
involved in conducting researches relating to the textile industry and to transfer the know-how and results of their researches to the industry for its utilisation. How far these organisations are effective and useful in assisting the progress of the textile industry has been carefully evaluated and assessed in the earlier pages. But the main focus at the end of that evaluation shall have to be the export potential of the industry since independence. Here too an attempt has been made to discuss in detail all export promotion strategies, country-wise export of textile goods, recent trends in exports, along with important bilateral agreements made with other countries.

Though India has all along been a regular exporter of textiles for years, the quantum of exports always remained a modest one. However, export promotion from a long term point of view largely depended on India's success in negotiating larger quota with the United States and E.E.C. countries. A higher percentage of exports is at present to these countries and this will remain so in the years to come. The reasons for this are already discussed earlier. But one significant point to note is that most of the developing countries are trying to become self-sufficient in textile as well as to export and as such
there is little scope for India to export to these countries. It should be noted in this context that Indian exports are almost wholly confined to cotton goods. Even that is only in coarse and medium varieties and in unfinished cloth.

As indicated in the table given in Chapter-VI, the Indian export of textiles to U.S.A. is gradually picking up due to the increased demand and interest of American consumers of Indian products. It is also made possible by emphasising the improvement of the qualitative aspect of production by the Indian manufacturers. Efforts are also made to increase the export quota of the textile products by the Indian Missions, Trade Fair Authority of India and other agencies. Indian manufacturers, of late, have acquired considerable skill and expertise to enter the international markets. Despite very tough competition India's exports of textile goods is on the increase and it is quite advantageous to the steady growth and development of the textile industry as well as to the development of the national economy. It is worth mentioning here that INDIA and the UNITED STATES have signed a five-year TEXTILE AGREEMENT on February 7, 1987 at Washington. The agreement is expected to boost India's total textile potential by 60 percent compared to that of 1985.
The new agreement will enable India to export about 290,000 million metres equivalent of textiles a year compared to the earlier quota of about 170,000 million metres equivalent. India has also been assured of an annual seven percent increase in the textile export quota to the U.S.A.

Textiles are India's single largest foreign exchange earner, netting about two billion dollars annually. India's garment exports to the U.S. account for almost one-third of its world-wide garment exports valued at Rs.1,300 crores. The new agreement, which will permit India flexibility and a larger quota, is expected to make textiles a strong component of Indo-U.S. trade.

J.S. PENNY, a U.S. based company dealing in readymade garments and house furnishing with as many as 1,700 retail outlets in all the 50 states of America will buy from India for its "SALUTE TO INDIA" Campaign in May 1988 about $ 15 million worth merchandise. A delegation of the company, one of the leading departmental stores of U.S.A. was in Bombay during April, 1987, identifying manufacturers whose goods the company could buy for subsequent sale in the U.S. markets.
The New Textile Policy announced by the Government of India in June, 1985 has also contributed to the export promotion of Indian textiles. This policy has been welcome by the exporters of Cotton Textiles as it would help India regain the lost international markets to a considerable extent. Consequent upon this policy India's export registered a marked increase touching an all time record of Rs.4,715 million in 1985.

According to a report released on July 8, 1987 by the Textile Export Promotion Council, Bombay (TEXPROCIL), exports of mill made and powerloom cotton textiles including cotton yarn and cotton made ups are likely to touch Rs.755 crores this year (1987-88), surpassing the targets set for this year by the Council. The total exports of cotton textiles touched Rs.325.36 crores by May, 1987, compared to Rs.189.55 crores for the corresponding period of 1986, i.e. an increase of 71.60 percent according to the report of the above council. The monthly increase in exports is a sure indication of achieving Rs.755 crores this year, surpassing a previous records. The target of Rs.555 crores set for 1987-88 would thus be exceeded by about Rs.222 crores.
The U.S.S.R., like U.S.A., is a leading buyer of Indian Cotton Textiles. Here too the share of export has been steadily picking up and the recent trend is towards a further increase in the export quota. The Government is doing everything in order to consolidate its position as a leading exporter in the Soviet market. But with all the export of Textiles that India has been doing, there is still ample scope for its expansion. India's share in the global trade in textiles is insignificant in the larger context of the industry's huge installed capacity and highly trained manpower. Countries like China and Pakistan have already pushed India to the background, and still smaller countries like Indonesia, Thailand, Turkey etc. have succeeded in establishing their foothold in Western Europe. India will have to effectively compete with these countries to capture the markets by a quick pace of modernising the industry in terms of quality-products and also by ensuring a more efficient method of prompt delivery. It is indeed quite heartening to note that the Government has accepted the industry’s suggestion of allowing the import of sophisticated machinery and equipment in order to bring down the cost of production and accelerate the pace of overdue modernisation.
When compared to some other countries, India's not so good performance in the export of textile goods can be attributed to certain other factors such as outdated technology, higher price level, poor quality and strong pull of the domestic market. It is no easy task for the industry to build an extremely viable export capability by itself, if the Government and the industry could pull together in close cooperation, perhaps much of the problem of the dwindling export potential could be easily overcome. Certain aggressive strategies have to be devised by the industry to counter the aggressive marketing devices of other countries. The Government too must come forward to assist the industry by further liberalising its present industrial and fiscal policies.

It will be better if the policy perspective carries a short term as well as a long term objective. In the short term, the policy objective should be to fully off-set the price dis-advantage through full and prompt refund of non-rebated internal taxes and to supplement it by other suitable measures designed to ensure that export will not be a losing proposition in the face of acute external competition.
The long term objective, however, should be to make the industry most modern through a planned programme of technological upgradation. Any slow process of modernisation will lead to the production of qualitatively inferior stuff and it is bound to fail in its effort to successfully compete with others in the foreign markets.

From what has been stated above it is obvious that Marketing Research is highly beneficial to export promotion in the textile industry. Marketing information has become the critical element in effective marketing. The general trend in the national and international marketing as well as the transition from buyer needs to buyer wants, and the transition from price to non price competition necessitate such vital marketing information. All industries have invariably their marketing information system connecting the external environment with its executive, but the systems vary greatly in sophistication and the number and quality of services they provide.

The marketing information system has four essential components in it. The first is the internal accounting system which reports orders, sales, inventory levels, receivable, payable and so on. It enables the
companies or industries in speed, accuracy and report-potentials of their order-shipping-billing cycle.

The second is the marketing intelligence system which provides executives with current information about developments and changing conditions in the macro and task environments. Executives gather intelligence on their own, but their effectiveness can be augmented by improved training of their sales force in their intelligence responsibilities. It also provides for the development of a marketing intelligence centre, and the purchase of appropriate information from specialised intelligence services.

Marketing Research system involves collecting special information that is relevant to a specific marketing problem facing the company. All large organisations or big industries, to a great extent, operate marketing research departments to help their executives obtain the information they need.

The last important component is the analytical marketing system which consists of advanced statistical procedures and models to help develop more rigorous findings from information.

Marketing Research also involves a five step procedure consisting of research objectives and problem definition, exploratory research, formal survey and/or
experimental research field work, and data analysis and report presentation.

One of the main objectives of marketing research is to estimate current market demand. A company or industry should use a clear set of concepts for demand measurement and should especially note the distinction between market demand and company demand, and between forecasts and potentials. Current demand may be estimated for the market as a whole or for various territories.

For the purpose of estimating future demands, the company or industry may adopt any one or more of the six different forecasting methods such as surveys of buyer intentions, sales force estimates, expert opinions, market tests, time series analysis, or statistical demand analysis.

As such Marketing Research comprises the following:

1. Marketing Research comes up with innovative solutions or courses of action.

2. A smooth system exists for planning and satisfying marketing information needs.

3. Marketing Research prepares clear and well-organised reports.
4. The Marketing Research department is adequately staffed to do the jobs that are needed.

5. Management provides frequent feedback to Marketing Research.

6. Marketing Research provides time and punctual reports

Since the Marketing Research Techniques are of immense value and utility, it is necessary to evaluate its potential effect on the Textile Industry. As a part of its export promotion scheme, earlier the Department of Textiles in the Ministry of Commerce, but presently the full-fledged Ministry of Textiles, and the Government of India have already initiated several institutional, infrastructural and fiscal measures for promotion of exports in the Textile Industry. The statistics provided earlier, shows that the Textile Sector has an independent share in the total export of the country which is over 20%. A number of export promotion councils like Apparels Export Promotion Council, Cotton Textiles Export Promotion Council and Handloom Export Promotion Council are looking after the export interest of various Textile items and steps are being taken to boost the exports by effectively using the divergent market research techniques.
A number of other steps were also adopted to boost the export during 1983. As an integral part of this strategy of Marketing Research, Sales-cum-Study teams were sent to different countries (i.e. Survey and Exploration). Participation in exhibitions/trade fairs abroad (i.e. Studying of a specific market situation, Planning and Collection of data), and sponsoring of market orientation tours to explore the possibilities of finding new markets. All these techniques of Marketing Research have definitely created a favourable climate for a steady growth in export promotion.

During 1984 and in pursuance to the new Textile Policy announced during 1985 and with a view to increase export of Indian textiles, the Government has taken a number of steps. These include announcement of a liberal and generally higher rates of Cash Compensatory Support on selected items, a long-term policy for the export of cotton yarn with liberal ceilings, flexible policy for export entitlement distribution, liberal import policy for various inputs and raw materials, encouragement for indigenous production of textile machinery and import of high technology machinery at concessional import duty
subject to export obligation, setting up of Textile Modernisation Fund, establishment of a Fashion Technology Institute in New Delhi for education, research and training in the areas of fashion design for garment manufacture, higher duty drawback rates for cotton garments, liberal credit facilities, setting up of 100% export oriented units and Free Trade Zones and creation of a new system called "Non-Quota Exporters System" are all other efforts for boosting Indian textile goods to non-quota countries.

One of the recent development in the field of export promotion is that handloom products have successfully found their way into the fashion markets of Europe, U.S.A., Canada and Australia etc. With a qualitative improvement of the handloom fabrics together with certain development schemes launched by the Government, the export of handloom goods has considerably increased particularly after the use of Marketing Research Techniques.

Serious efforts were made during the last few years to boost the exports through participation abroad sponsoring study teams to foreign countries and advertisements and publicity on a large scale, and combination of these activities is really what the Marketing Research calls for.
Another step taken by the Government towards export promotion was the establishment of the Market Development Fund (now known as the Market Development Assistance) in 1963. The measure was mainly intended to stimulate and diversify export trade by providing incentive for Market Research, Commodity research and Area survey, Export publicity and Dissemination of Trade information, Trade delegations and Study teams, and participation in Trade fairs and Exhibitions to promote textile goods export in the international markets.

In addition to this, provision has also been made for "Product Promotion and Commodity Development", "Grants-in-Aid to Export Promotion and Commodity Development", "Export Credit Facilities". Suggestions and proposals from the Export Promotion Councils, recognised institutions and other Export Houses are also considered from time to time for financial assistance. The estimated expenditure on this score during 1982-83 was Rs. 476.33 crores. This is certainly one of the greatest incentives to boost textile exports and is regarded as a highly effective instrument to solve the problems of marketing textile goods.
The International Trade Centre/Unctad Gatt Geneva (I.T.C.) with financial assistance made available by the Swedish International Development Authority has been implementing an integrated programme of technical cooperation in trade promotion in India for the last 10 years. The Commonwealth Secretariat under Commonwealth Fund for technical cooperation through its Export Market Development Division has been providing financial and technical assistance to India for various export promotion activities like Buyer-Seller Meets, Market Surveys, Contact Promotion Programme etc. These are the kind of marketing research activities that give adequate impetus to the export of textile goods.

The Trade Fair Authority of India has played a significant role in promotion international trade. By organizing fairs and exhibitions abroad, it has rendered a commendable service to the export of textile goods particularly during 1982-83 and 1983-84 and some positive similar steps have also been announced for 1987-88. During the Indian International Trade Fair organized by the I.F.A.I., from November 14 to 27, 1983 at New Delhi, it is estimated that a huge business booking to the tune of Rs.1100 crores was done. Details of the
transactions with several countries has been provided earlier. In addition to these, the Government has also announced higher rates of cash assistance on exports of cotton textiles for the year 1984. This assistance is a highly effective incentive for export promotion. In the case of cotton fabrics the rate of cash assistance was increased from 10% to 12% for different destinations. Further it was also decided that a cash assistance of 15% will be given on exports to O.O.A. countries if there was 20% increase in the export compared to last year.

Similarly, the rate of cash assistance in cotton fabrics (unprocessed) was increased from 7% to 8% on the exports during 1984.

Further the Government has also liberalised its Textile Export Entitlement Distribution Policy in order to achieve the following objectives:

a). full utilisation of restraint levels,
b). increased unit value realisation, and
c). orderly development of the textile trade.

At the same time the Government's Import Policy was so liberalised as to provide greater incentive to exporters of Textiles and Clothing. A range of 'Garment Manufacturing Machinery' was allowed under open general licence,
specifically with a view to augmenting exports, the Government reduced import duty on certain variety of sophisticated textile machines.

Besides these promotional and incentive measures, the Government of India also entered into new bilateral agreements and concluded Textile Agreements with U.S.A., E.E.C., Canada, Australia, and Finland for a period of four years with effect from 1.1.1983. In November 1983 a New Bilateral Textile Agreement was concluded with Sweden.

It is now abundantly clearly from what has been stated above that Marketing Research has a wide range application and it deals with a host of things like systematic gathering, recording and analysing of facts about marketing problems in any trade or industry. It makes a deep and penetrating study of those factors which have a direct impact upon the marketing of products. Attention is also directed to product planning, product development, sales promotion, distribution and marketing strategies, competition in national or international markets, buyer's behaviour, taste, liking, habits and psychology etc.
Thus it is quite apparent that Marketing Research is extremely useful to the promotion of the export of textile products. A host of agencies and organisations like the Government of India, Export Promotion Councils, Textile Department, Trade Fair Authority of India, Trade Development Authority of India and thousands of registered exporters of cotton textiles are all seriously engaged in it.

Marketing research often comes up with innovative solutions and suggests appropriate course of action for export promotions. As has been made clear through the statistical data provided in the preceding chapters, the cumulative effect of the various techniques of Marketing Research is so profound as to provide a real lifeline to the whole scheme of export oriented Textile Industry of the country.