ABSTRACT

Cotton has been cultivated in India for 26 centuries. The writings of MARCO POLO in the 13th century A.D., and TAVERNIER in the 17th century referred to the excellence and perfection achieved by the textile industry in India. Interestingly, the world-famous Decca muslin was known for its beauty and fineness and six yards of the best variety could easily pass through a ring. Cotton is now woven with cotton mixed with rayon and nylon. Cotton treated with caustic soda results in a high degree of luster resembling. The product is called mercerized cotton after JOHN MERCER, its discoverer.

India has the largest area in the world under cotton cultivation, which is about one fourth of the area of the world. America leads in the woven cotton output, but Brazil, Egypt and India are important producers of cotton. The cotton Textile Industry of India was the base on which Indian industrialization was built more than hundred years ago.

The cotton textile industry of India is one of the oldest and largest industry of the organised sector in the country, and is unique, in other sense as well as the bulk of the production emanates from the unorganised and decentralised sector.
By virtue of its size, employment capacity and contribution to the domestic product, it occupies an important place in the industrial map of the country. It is the single largest organised industry in the country employing over 12 lakh workers. Besides, there are a large number of ancillary industries depending upon it. On the assumption that a worker's family comprises of five persons, the direct dependents on the cotton textile industry itself works out to be about 60 lakhs.

The textile industry has a long history and its six different constituents namely - Handlooms, Powerlooms, Khadi Sector, Garment Sector, Cooperative Sector and Knitting/Hosiery Sector have provided employment to millions and earned crores of rupees in foreign exchange. The industry has many characteristics as well as numerous complexities.

It is assumed that MARKETING RESEARCH can be a powerful and effective means of export promotion and it can easily be applied to boost exports in the cotton textile industry. Marketing Research is a growing branch of study. Since 1960, this branch of study has recorded fast growth and development. Marketing Departments are using this branch of information for gaining the twin aims of customer satisfaction and profitability. It is all the more important since it reduces the area of the uncertainty and risks attached
to marketing products. The collection of marketing information is sometimes compared to intelligence work undertaken by the military about enemy's weapons and strategy. Hence 'Marketing Research' may be referred to as 'Market Intelligence'.

Marketing Research is widely applied in the marketing activities of any industry, trade field or production and distribution of goods. Marketing research is thus a systematic probing of all activities in the marketing process to draw conclusions useful to reduce various costs involved in it.

In this study, the history of the Textile Industry of India has been discussed since 1818 when the first cotton mill was set up at Fort Closter near Calcutta, but the first power-mill in Bombay was set up by a Parsi pioneer - Mr. Kavasji Nanabhatt Davar in 1854.

Certain phenomenal changes in this industry have taken place since independence,. The Indian textile industry has witnessed a remarkable growth during the last three decades. The spindleage increased from 11 million in 1951 to over 25.93 millions in May, 1986. The Textile Policy announced by the Government on 6th June, 1985, envisaged that capacity expansion by the existing units and capacity creation by the new units would be permitted subject to
the general industrial policies including the provisions of MRTP Act and FERA. In accordance with this objective envisaged in the Textile Policy, on 10th. July, 1985 the Government lifted the existing freeze in the weaving capacity in the organised sector of the industry.

EXPORT TRADE and promotional activities have undergone radical changes since independence. With the progress in industrial development, India is no longer merely the exporter of basic raw materials. Exports cover a diversified spectrum of primary commodities and finished products. Markets abroad have expanded and spread to all parts of the globe. Textile sector plays an important role in our national export efforts. The items in this category cover a wide range of products. These include ready-made garments, cotton textiles and made-ups, handloom products etc. Garments constitute the major item of export in the textile export basket of India. The eight textile Export Promotion Councils carry out the export promotion activities relating to specific textile products. The target of Rs.610 crores for export of cotton fabrics, made-ups and cotton yarn during 1985-86 was achieved, which reached the level of Rs.630.93 crores. The export of ready-made garments came to the tune of Rs.1,096.14 crores, which also exceeded the target of
Rs.1,000 crores. From the export trends up to December 1986, it was expected that the targets of export in cotton fabrics, made-ups and cotton yarn, ready-made garments etc. would likely to be achieved during 1986-87.

THE GOVERNMENT's EXPORT POLICY envisaged a major role for large concerns as well as all entrepreneurs and hence provisions have been made for better incentives to all producing units in different sectors, including the cotton textile industry. Easy import of technological know-how, creation of exclusive export-oriented free trade zones, liberalisation of rules for foreign exchange, tax holidays, incentives for foreign collaborations and joint ventures etc. are playing very prominent role in the development and growth of the cotton textile industry of the country. Stress is being laid on cost efficiency combined with maximum output to provide optimum benefits to the cotton textile industry.

Moreover the Government of India has established various Public Sector agencies and Export Promotion Councils in order to take effective steps for boosting the EXPORT OF COTTON TEXTILE GOODS, to make surveys in different countries of the world and to use 'Marketing Research Techniques' in the promotion of exports in the Cotton Textile Industry of the country.
The U.S.A., West Germany, the U.K., the U.S.S.R., and Japan are our top five importers, along with Canada, Belgium, France, FRG, Netherlands, Australia, Iran, Iraq, Kuwait, U.A.E., Poland, Czechoslovakia, GDR, Rumania and many other countries. The above noted facts will further strengthen importance of the role of the MARKETING RESEARCH along with efforts made by the Government of India and the role played by various institutions in the development of Cotton Textile Industry and boosting of exports of cotton textile goods.

METHODOLOGY

In this study 'Library Method' was adopted and most up-to-date 'secondary data' has been utilized to discuss the facts and to establish the importance of the cotton textile industry as well as to prove the effective roles and benefits of the application of Marketing Research in the export of textiles goods. Moreover, in several places 'first hand information' and 'Primary DATA' has also been utilized which was obtained directly from the organization concerned, especially in respect of export achievements of various Export Promotion Councils.
CHAPTERISATION

The study comprises of seven chapters namely:

1. A Historical Retrospect of Cotton Textile Industry in India since independence;

2. Textile Industry in the National Economy;


4. Marketing Problems of Textiles;

5. Role of Public Agencies in Promotion Exports of Textiles;

6. Export Promotion Strategies &

7. Marketing Research and Its Impact on Export Promotion.

SUMMARY

Chapter-I gives a historical aspect of the industry as well as its various constituents. Chapter-II deals with the importance and status of this industry in the national economy. The need of modernisation in the industry, suggestions for modernisation and the future prospects of the industry have been discussed in detail. Chapter-III analyses Government's Textile Policies of 1978 and 1985. Chapter-IV discusses the Marketing problems of the Industry. All current problems have been pinpointed in this Chapter, their root causes have been traced and suggestions have been given to remove these problems while Chapter-V assesses the Role of the Public
Agencies in promoting Exports of Textiles. Chapter-VI critically examines the Export Promotion Strategies. Steps to boost exports, recent trends in exports and important agreements between India and other countries have been discussed. Chapter-VII deals with the Role of Marketing Research and its Impact on Export Promotion of Cotton Textiles. In this Chapter the historical background of marketing research has been discussed, its importance and advantages have also been mentioned in detail. Utility of marketing research in the efforts of boosting exports and various incentives provided by the Government to exports and how to Take Part in fairs abroad to boost Textile Exports have been discussed thoroughly.

CONCLUSION

The study made an indepth study of the Textile Industry of India as a whole, along with its historical background, its importance in the national economy, its problems, its growth and development, export strategies and role of various agencies and their contribution to this industry. The application of Marketing Research Techniques have been intensively applied in the cotton textile industry and proper and positive conclusions have been drawn as to whether in fact the Marketing Research can boost Exports in this Industry? The statistics shows that the textile sector has an independent share in the total export of the
country which is over 20%. Various Export Promotion Councils are looking after the export interest of various textile items and steps are being taken to boost the exports by adopting any one or a combination of various marketing research techniques. It is amply proved that the scope of Marketing Research has wide boundaries and it comprised of systematic collection, recording, analysising of facts about marketing problems in any trade or industry. It studies such factors which have a direct impact upon the marketing of products. It also studies product planning, product development, sales promotion, distribution and marketing strategies, competition in national or international markets, buyer's behaviour, taste, liking, habits and psychology as well.

In the light of the scope of Marketing Research, we can easily examine the overall activities of the Textile Industry, where the Government of India, Export Promotion Councils/Development Commissioner, Textile Department, Trade Fair Authority of India, Trade Development Authority of India and thousands of registered exporters of Cotton Textiles are associated. Further, keeping in view the list of countries and the amount of our exports coupled with other statistical data given in Chapter VII, it is evident that the above councils and bodies along with the Government of India are making vigorous efforts to boost the exports of
Indian Textiles in the whole world on a mass scale, from North to South and East to West.

Marketing Research comes up with innovative solutions along with appropriate courses of action, it teaches smooth planning and satisfying marketing information needs and prepares well organised reports. In the light of the assessment of the activities and the statistics collected in respect of textile exports, we may easily ascertain that there is an increasing trend of export figures.

The Government of India on its part has initiated several institutional, infrastructural and fiscal measures for the promotion of exports, viz. favourable provisions in the export policy, establishing of the Market Development Assistance (MDA) in 1983, making provision for Product Promotion and Commodity Development Fund, Grants-in-Aid, Export Credit Facilities, approving proposals from Export Promotion Councils and Recognised Export Houses and providing finances and giving numerous other incentives, so that the textile goods could be exported on increasing levels.

In view of export promotional measures, the Government also announced higher rates of cash assistance on exports of Cotton Textiles for the year 1984 which led to a great achievement of textile
exports and earning of huge foreign exchange. In summing up of all the export promotion activities conducted within the framework of the Cotton Textile Industry of India, it is obvious to establish the fact that a combination of various techniques of Marketing Research Approach were fully, effectively and efficiently utilised in the export promotion activities of the Textile Industry. Application of these techniques have been highly effective as is apparent from the statistics used on exports in Chapter-VII of this study.

Whatever statistics has been used in the above Chapter, its analysis shows an upward trend of the graph of exports of the Cotton Textile goods, of course leaving some exceptions. An attempt has been made to collect the most up-to-date data relating to the cotton textiles and its interpretation in the light of the application of Marketing Research. It is beyond any doubt that the use of intensive Marketing Research, the textile industry can progress tremendously, able to dispel its sickness and problems, earn huge foreign exchange, be in a position to develop its products, their colour, design and can easily maintain quality control according to the standards of international markets. It can capture new and hidden markets, be in a position to compete with rivals in the field of textile markets and ultimately be a great boon and
asset to the country, if the tempo of the activities of all those bodies which are co-related in its progress is accelerated, with a speedy modernisation of the industry which is first and foremost requirement of the Textile Industry of India.