INTRODUCTION

The cotton textile industry of India is one of the oldest and largest segments of the organised sector in the country. It occupies a key position and is unique 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 about 60 lakhs.

The Indian textile industry has witnessed a phenomenal growth during the last three decades. The spindleage increased from 11 million in 1951 to over 25.93 million in May, 1986. The Textile Policy announced by the Government on 6th. June, 1985, envisages 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 patterns in India 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 upto December 1986, it was expected that the targets of export in cotton fabrics, made-ups and cotton yarn, ready-made garments etc. etc. would likely to be achieved during 1986-87.

The Cotton Textile Industry has many characteristics, as well as complexities. As such the topic of this research i.e. 'Marketing Research As a Means of Export Promotion in the Cotton Textile Industry' was chosen which could enable a detailed study of this industry in its true perspective.

The study of this industry 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 Promoting Exports of Textiles;
6. Export Promotion Strategies and

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, while Chapter-V assesses the role of Public Agencies in Promoting Exports of Textiles. Chapter-VI critically examines the Export Promotion Strategies, steps to boost exports and recent trends in Export and Import agreements between India and other countries. Chapter-VII deals with the Role of Marketing Research and its Impact on Export Promotion of Cotton Textiles. The last chapter gives the summary and conclusions of the discussions in earlier chapters.

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