CHAPTER 1

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Clothing has always been important to people because it meets one of their primary needs. The improvement in ready-made clothing, the wider choice of the style and fabrics, and the ease with which such clothing can be secured have encouraged homemakers everywhere to purchase family wardrobes of ready-to-wear apparel (30).

The ready-made garment industry was almost non-existent in India at the beginning of the second world war. During the war, several units came into existence, to meet Government orders for standard type of military uniforms. That is the growth of the industry was not dictated by any increase in the domestic civilian demand or export at least initially. Had it not been so, its foundation would have been broad-based, its operations, fashion-oriented. However, the industry soon outgrew this stage and has in recent years become responsive not only to the moods of the domestic market but also of the foreign markets. (21).
Clothing and textile production has grown from primarily a home industry in the early Nineteenth century in India. There has been a phenomenal growth of garment industry in our country in the recent past. According to Shri Shushil Kothari, chief Executive Reliance Industry, "Few years back in the market the output for textile material was 60% and readymade garment was 40%, now the situation has reversed; garment output is 60% and 40% is textile output." (Said at a symposium held by Naya Guajrat - Ahmedabad)

Garment factories are situated all over India but are concentrated mainly in Bombay, Delhi, Madras, Bangalore and Calcutta. Altogether in India there are 15000 readymade garment Industries out of these, 500 units are exporters. In Gujarat alone there are 150 (1%) units, out of this 14 are exporters of garments. Main exporting units in Gujarat are situated at Kandla Free Trade Zone. In Gujarat, ready made garment industry is coming up fast after the opening of Gujarat Garment Manufacturer's Association at Ahmedabad. (established in March 1990).

Garment Industry has been showing a steep increase with the growth of population and change in fashion, the world over. The Last decade of the 20th century holds in store tremendous hope and potential for this rapidly expanding industry.
This industry is a labour-intensive one and is suited to the Indian conditions because cheap labour is available. It's labour being divided both in formal and informal sector. According to latest data this Industry employs around 1.2 million people, out of this 80% are women. The employment outlook indicates that many thousands of new workers will be needed each year in the future.

The introduction of the first automated cutter in 1969 began an industrial revolution in automated technology that continuous ever today. One of the major beneficiaries of this revolution is the apparel manufacturer.

With more than 1500 cutting systems operating daily around the world, the direction of the industry automation has expanded to include cut order planning, pattern design, grading, marker making, material spreading, the sewing room and other in-plant services.

In India the technology employed in the clothing manufacturing units is usually small scale which can produce substantial volumes of an agreed specification quickly and in response to change in fashion. Despite big units co-existing with small and mini/cottage enterprises the pattern of production is not uniform. In northern and eastern parts of the country (except Delhi), there is hardly an "industry" at all since most clothing
is done by "Job workers" under the care of "Master worker" either home made or made up by tailors from fabric provided by the business man. Where at Bombay, Bangalore, Calcutta and Delhi the industrial units are relatively organised and come under the factories act (\(\_\_\_\_\_\_\_\_\_\) ).

The readymade garment industry is non-traditional and has grown up significantly both in terms of export and domestic markets, and still continuous to have lot of growth potential (\(\_\_\_\_\_\_\_\_\_\)). Government offers a number of facilities to exporters for establishing personal contacts with their overseas buyers, by allowing them to make study tours abroad. As a result, the garment export industry has emerged as the single largest net foreign exchange earner for the country. This fact coupled with the acute foreign exchange crisis through which the country is currently under going makes the role of this industry much more significant than what it was till now. The Gulf crisis has further aggravated the situation and the country's foreign exchange reserves have touched a record low.

Promotion continues to be an important element of the marketing strategy of apparel exporters. It serves various purposes such as increasing the export, building the corporate image and developing long term market.

Garment designing is one of the highly paid professions of modern times. Countries in the west spend millions of rupees on fashion designing and fashion development it always comes out
with some innovation and enticing styles, it occupies a pivotal position in a garment making company, more so if it specialises in fashion garment.

For years it was a woman's world. As fashion designers churned out exciting new garments for the fairer sex men trotted out of nondescript tailor shops wearing mundane designs, baring shades and shabbily fitted shirts and trousers. All that is over now for suddenly, a new revolution is sweeping man's wear. Ready to wear man's garment's have become available in an exciting array of designs and ranges (2).

Industrial Sewing machines are available for almost any kind of application with an extremely high degree of automation, inherent in it to achieve consistent quality and high production (1). The advantage of technology aims at satisfying consumer demand.

Recent development in the case of computers within the clothing industry are worth reviewing. Integrated computer systems covering all operations from order intake to accounting and management information have been developed (10).

New developments in computerisation benefited this industry in automizing the work recording aspects of production control, linking computers between large distributors and their
suppliers for the transmission of orders and progress chasing and the control of factories on various sites.

The application of computer vision techniques in the automation of textile manufacturing processes represents a significant introduction of new technology. The prototype consists of a monochrome T.V. camera which views the garment.

Algorithm for optimum solution of parts layout problem for garment industry are proposed to obtain new optimum solutions using the Group Technology Concept. Four techniques aimed for reduction of waste are proposed and computer programmers are prepared to determine parts layout.

Powerful low cost, desk top micro-computers are universally available. Suitable specialised software is now available for the garment manufacturer to provide effective control over labour and material utilisation and work in progress.

Garment-making in India, which was a cottage activity, has in a little over a decade become an industry with a growing number of factories in many parts of the country. With its modern equipment, technical know-how and marketing opportunities, it has become a major one in the field of consumer products in India. This being a small scale industry is highly unorganized and not much authentic information is available on its various aspects.
The investigator was interested in studying this industry and collecting basic informations about the raw materials, types of equipment, manufacturing technology etc. This information will help enterprising fresh graduate's and post graduates in setting up a ready made garment unit.

In Gujarat, Ahmedabad being a main city and catering to large requirements of ready made garments for local purpose, a study was planned with the following specific objectives:

1) To find out the type and rate of development in India (including total output and export of ready made shirts).

2) To find out the type of machinery and techniques used in shirt production.

3) To study how ready made shirts are marketed in India and to find out the influence of fashion.

4) To study the use of computer in shirt manufacturing industries.

Limitation Of The Study

This study has certain limitation as only Ahmedabad a prominent city of Gujarat has been taken. Besides this, only shirt manufacturers of ten selected units are taken for the study, which come under small scale units.