ABSTRACT

The need of the study was to identify the vulnerability profile of the traditional textile sectors as to why certain reasons deter the handicraft units to grow multi-dimensionally and address the causes of those problems. Traditional Indian Textile Clusters studied are- I. Chanderi – Madhya Pradesh, II. Chamba Rumal – Himanchal Pradesh, III. Phulkari – Punjab, IV. Banarasi Brocade – Uttar Pradesh, V. Block Printing – Rajasthan, VI. Madhubani – Bihar. Profile of Indian Textile industry is plagued by obsolescence, unhealthy, ineffective regulations, problems of labour, presence of distorting domestic measures, sickness and inter-sector contradictions. Globalisation demands innovative products, materials, and processes with new standards of quality and creativity. Innovative Capacity Building would strengthen the knowledge, abilities, skills and behaviour of individuals and improve institutional structures. Vulnerabilities were studied through previous case studies, status reports and organizations throughout time. Primary data were obtained through Field Scan, Interviews, Schedules, Demographic Survey and Ethnography. Questionnaires and schedules were designed separately for different categories of respondents. Causal Loop Modelling, Factor Analysis and ANOVA analysis were performed in order to analyse the data sets into correlated categories of across variables indicating underlying patterns and characteristics to locate potential for implementation of corrective measures. In order to understand as to how significant the difference is statistically, ANOVA was performed and Z-test was done for paired comparison of means. Critical ‘Competitive Gap’ existing between the organised and the unorganised textile sectors for their mutual enrichment was identified. Blue Ocean Innovation framework was invoked in order to provide strategic directions to the traditional textile clusters by eliminating and reducing critical vulnerability factors prevalent in the sector.