A STUDY ON READYMADE GARMENT INDUSTRY INPUNE (WITH SPECIAL REFERENCE TOMANUFACTURERS, RETAILERS, WHOLESALERS and DISTRIBUTERS)

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Research Guide

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DECLARATION BY GUIDE

This is to certify that the dissertation entitled **"A Study on Readymade Garment Industry in Pune with Special Reference to Manufacturers, Retailers, Wholesalers and Distributers"** and submitted by **Pirayeh Najibi Tabari** is a bonafide research work for the award of the M.Phil. in Business Management at Tilak Maharashtra Vidyapeeth, Department Of Management in partial fulfillment of the requirements for the award of the Degree of M.PHIL.in Management and that the dissertation has not formed the basis for the award previously of any degree, diploma, associate ship, fellowship or any other similar title of any University or Institution. Also it is certified that the thesis represents an independent work on the part of the candidate.

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Acknowledgement

There are times when silence speaks so much more loudly than words of praise to only as good as belittle of person, whose words do not express, but only put a veneer over true feelings, which are of gratitude at this point of time.

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CHAPTER I

Introduction

1.1 Introduction

One reason for the efficient estimating of India's readymade garments and attire is the accessibility of exceedingly talented, modest work in the nation. Garments sent out from India have made advances into the worldwide market for their strength, quality and excellence. The predominance of India's Garment Industry has been recognized in the National Textile Policy (NTP) of India 2000. In a move to contend, the sorted out players have revealed their own technique of institutionalizing the merchandise. Mulling over the present status of Readymade Garment industry, the present research concentrates on the different contemporary managerial practices as for Pune city.

As of late, the readymade garment fragment has seen vertical development. The principle hindrance to the composed players is the immense chaotic situation of the market. The biggest fragment for the readymade garment section incorporates the age-gathering of 15 to mid-thirties that is extremely mark cognizant and offers need to high caliber. A to a great degree efficient division, garment makers, exporters, providers, stockiest and wholesalers are the entryway to an amazingly ambitious garments and attire industry in India.

In spite of generous development, contrasting with the universal readymade garment market of almost 185mn USD, the Indian readymade garment market is still in a growing stage. Due to the higher the presentation cost of brand in India for the remote players, household players have no dread of any outside rivalry. Marked readymade garments account more than 21 percent of the readymade garment industry. Having understood the gigantic development capability of this division there is a proposition in the NTP for removing the Indian Garment Industry from the SSI reservation list. The garments industry in Indian is top ranking in the global market. This industry is developing at the rate of twenty percent. There are various garments exporters, garments producers, readymade garments exporters and so on both in the little scale and substantial scale.

1.2 The present status of Garment Industry

Today, the purchasers of readymade garment portion know about the running patterns, and request the freshest in design and items at a sensible cost. The prompt cause is evidently the stoppage in the import development of India's significant markets, in particular, the United States and the EU. In India, Ludhiana, Tirupur, Delhi, Bangalore, Mumbai, Pune and Chennai are all astoundingly one of a kind and dynamic focuses of creation. India's offer of world readymade garments sends out has not ascended since 1994. Readymade garments represent roughly 45% of India's aggregate material fares. At the front position of this development are the littler players, which private names that are altogether changing the dressing method for men, ladies and kids. They speak to esteem included and less import subsegment. Readymade garments are India's driving fare items and accomplished quick development in the late 1980s and the primary portion of the 1990s.

The USA, EU Member States, U.A.E., Japan, Saudi Arabia, Canada, Hong Kong, Switzerland and Australia have been the significant bringing in nations of our Indian instant garments. With the inventory network impediments facilitated, association in land markets, and method of reasoning assessment structure, the readymade garment fragment has turned out to be more lucrative and it is foreseen that the readymade garment section will be the primary portion in the following five years. India's pushed into readymade garment creation begun in the mid-80s in the wake of the progression, got a major force amid financial changes in the mid 90's and amid the most recent two decades, has moved to the Tenth position, in the World's fare of readymade garments.

Material industry in India is broadly far reaching, coordinating entire scope of crude material to completed item that incorporates fiber fabricating, turning, sewing and weaving, and garment produce.

Crude material includes cotton, cloth, silk and artificial strands like gooey, polyester, polypropylene and acrylic. Texture creation: suiting-shirting, dress material, textures for shorts and pants, denim, hosiery, downy pads and woolen sews, specialized textures et cetera. Attire generation includes Formalwear, easygoing wear, dynamic sportswear, conventional wear, under garments, outerwear, kids wear, and you name - it produces. Made-ups creation: An extensive variety of sheet material, towels, shower, place settings/cloths, kitchen adornments.

1.3 The need of contemporary administration

Standards of administration continue as before for any business substance. The Readymade garment Industries in Pune is developing and there is have to utilize the Administrative and administration abilities for better execution of the business. The accompanying are few focuses that will be explored amid the exploration as follows;

1. Understanding contender
2. Presentation abilities
3. Understanding requests and supply.
4. Work association. , Keeping accounts, Maintain due dates.
5. Market research

6. Decision making
7. Diversification
8. Staff Motivation
9. Management impulses.
10. Understand Primarily Finance; the inflow and surge of assets.
11. Manpower administration

This mirrors India's near leverage in cotton material and its adaptability preference in meeting little requests. With the objectives of upgrading quality, setting up new market specialties, and climbing the esteem chain, the technique ought to be focused on the rebuilding of the creation base. India is at exhibit a specialty player in the low-esteem advertises section in light of cotton textures and for regular and form pieces of clothing.

1.4 Investigating Present Problems

Their real advantages unwind in significant era sums, which can discharge new items in least lead-time, offering top amazing. Texture gamers have now begun looking systems to level their reality in the instant outfit segment. Regardless of the lesser gamers in the muddled industry are in considerably more important circumstance, in the protracted run they may miss out.

1. Littler Market: There couple of ranges and places that they can concentrate on, since these spots keeps up around 50 percent of the Sec A&B of populace that have a non-reusable salary. Accordingly, not very many open doors are there for lesser gamers.

2. Limited Capacities: The impediment that these lesser gamers have is that they can't show up past a specific level. Also, lacking methodologies and wrong give string administrations made huge issues for the lesser gamers.

3. Inadequate Logistic and Strength: For publicizing and organization fabricating, these lesser gamers are required to give their compass topographically, which makes give string administration more convoluted. To coordinate with enhancing interest for administrations in forceful markets, weight on creating sums likewise moves forward. To keep up ordinary living these gamers should include in more advantages for their organizations in the territories of creating capacities, organization making and going.

4. Insufficient Funds: Resources will be a key train for the lesser gamers. Assets must be delivered quickly in a to a great degree capital strenuous industry that is seeing gigantic measures of development.

The fitting producers are additionally getting the example, with the creating material and readymade furnish under the single organization. In any case, the creating is the most noteworthy of the esteem string, which needs greatest core interest. The advertising is mainstream perspective stage for the lesser gamers, as engagement, outline and material determination contributes an incentive to the plan. According to the industry forecasters, the material majors are planning to grab hold on the readymade equip industry by coming into finish whole esteem string. The fundamental variables where the producers require more consideration are creating, era, incredible and promoting. They may confront issue if their merchandize stay for long on store racks, since the estimation of the form falls, producing increment in stock expenses. The going is additionally an imperative perspective for the lesser gamers.

1.5 Pune and Readymade garment Industry

RGI inside unobtrusive is the territory of center as lion's share of the occupants prerequisites new, most current and assortment of form clothing at reasonable cost instead of noteworthy outfit producers that are exceptionally expensive and distant to average folks. The RGI's into thought in this examination gone under the sort of small scale Industry (SSI). The readymade equip showcase in Pune is showing a consolidated reaction as to contention, issues, and advertising organization methods. This investigation to lead for the readymade furnishes industry in Pune. The readymade furnish market are existing inside the Pune town and gives a space for looking at and building up the information source addressed from different discount providers, organizations and providers. Albeit noteworthy RGI's are accessible the greater part of them are overall organizations or named pictures which overlook the readymade equip market of the unobtrusive. In spite of the fact that the question may happen why Pune city is chosen for such examination, the appropriate response is arranged in many reasons like its new refined way of life, its association with other noteworthy places via air, track and roadway and huge organization offices. In Pune readymade equip market is expanding a direct result of the expanding tenants, new styles and more noteworthy request. The exposition takes a gander primed and ready made outfit showcase in general unit inside the framework.

1.6 Textile industry in India

The presence of fabric industry can be felt through its share of participation to the professional result, career generation and the move income of the country. The fabric industry is the second largest provider of career after farming and provides career to about 40 million people. The major groups developing part of the fabric market include the organized Cotton/ Man Created Fiber Textile Work Industry, fiber market, the decentralized power loom industry, wool fabric market, silk market, handloom market, handmade items market, jute market and fabric exports.

Currently, it adds about 15 percent to professional production, 5 percent to the GDP and 17 percent to the nation's move income. The fabric market performs an important role in the Indian economy.

1.6.1 Textile committee

The textile board of trustees has 29 local workplaces separated from its headquarter at Mumbai. It has set up research facilities at 15 imperative focuses to help the business and exchange testing their items. The material advisory group, set up by the materials panel Act 1963, has the essential target of guaranteeing nature of materials both for inside promoting and fares. Its capacities incorporate advancement of materials and material fares, examine in specialized and financial fields, building up models for materials and material apparatus. The committee has the following functional divisions:

Fig 1. Functional Divisions

Exchange confinements are falling and open door for advancement is enhancing, in this way guaranteeing a superior move circumstance for Indian. It was also recommended to restore and update these generators after the take-over and develop them wherever necessary with a perspective of creating them financially practical. At the moment there are 119 generators managed by nine additional organizations. Premade furnish showcase represents 43 percent of the total texture move of the nation. Endeavors towards broad market scope, enhancing specialized capacities and assembling an alluring and wide stock line have paid rich returns. It has been approximated that India has something like 30,000 readymade garment-producing units and around three thousand individuals are working in the market. USA and Bangladesh keep on being the biggest markets of Indian characteristic natural cotton materials with offer of more than ten percent in total fares. The instant outfit advertise has come to US$ 3980 thousand, which symbolizes an advancement of 6.4% when contrasted with the time of 1999-2000. NTC Ltd began with a certified investment of Rs.10 crores. The quickly enhancing number of normal natural cotton and synthetic fiber texture generators has prompted the improvement of the turning segment. Indian is being looked upon as a noteworthy supplier of top incredible style apparel. There is a developing interest for remote purchasers. The huge amount of shoddy work, region of crude material and higher capital use gives a cost favorable position to Indian texture showcase. NTC(Ltd) was included in 1968. India's supply base is principally medium amazing, moderately fashioner, however little volume business. The National Textile Corporation Limited (NTC) was set up with the major aim of handling the relationships of tired fabric sectors taken over by the government. Many driving style marks are being related with Indian items.

1.6.2 Administration of exports entitlements

Indian joined into bilateral deals with USA, North America, and EU etc. exports to which account for major share of total exports of Indian materials. The worldwide business in materials and outfits was specific by special preparations for 40 years outside the guidelines of General Contract in Contract price and Trade (GATT).

Market research example[1]

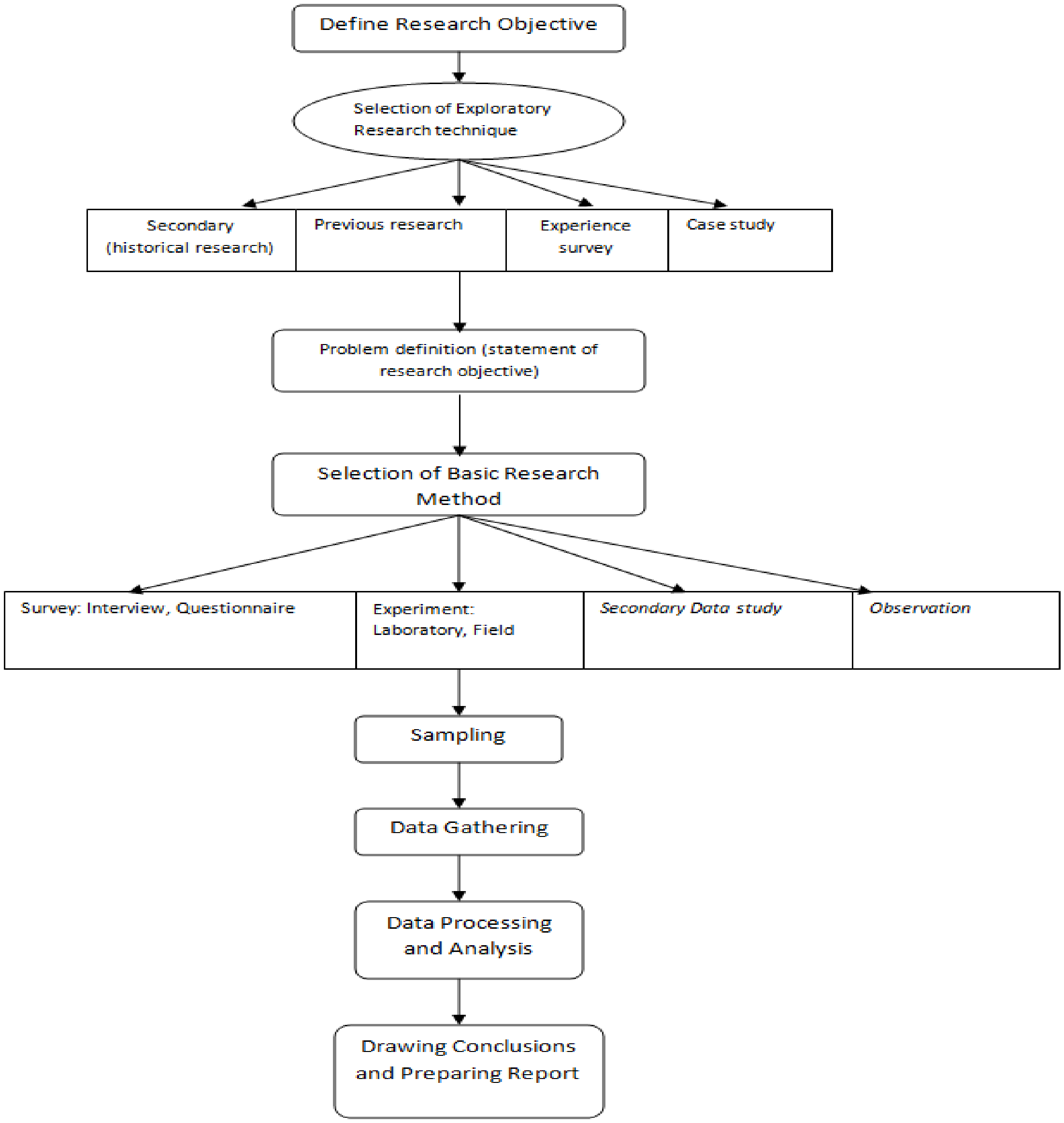


Fig 2. Market research

[1] http://www.brainmates.com.au/contributions/the-importance-of-market-research

1.6.3 Policy Initiatives

The Government has planned a Nationwide Textile Policy (NTP) 2000. The Government has pronounced finish Nationwide Jute Plan with a view to make a solid and striking jute showcase. In respect of such proposals, government acknowledgment is vital. The insurance accommodates setting up a venture capital back for hitting learning based entrepreneurs and helping the private market to set up particular money related arrangements to buy the diverse needs of the material market. The security articulates that the procedure for the jute market will be told towards reviving the jute financial atmosphere through accommodating activities, for example, research and movement, innovation up-degree, outline of offices for capacity and advancement of crude jute and item and advancement movement activities for jute and differed jute items. According to FDI Policy the give approach of Government of Indian, 100 percent FDI is effectively allowed in turning, weaving, taking care of, clothing and stamp gathering market under the robotized way for both new activities and current organizations with the exception of in situations where proficient authentication is vital by virtue of area of such frameworks dropping in a locational restricted region.

1.6.4 Un-conducive policy environment

It is obvious that near-term leads for the move industry are uncertain because of the international decline. Until recently organizations in Indian were not able to source the material required to move to the innovative worldwide markets, necessitating a variety of materials and designs. It is also said that the India's material move performance has been stagnating mainly due to damaging policy. Heavy investment in technological innovation was also not practical as the readymade apparel industry was set aside for the small-scale industry which did not have sufficient options.

The long run will depend on how organizations use their options to invest in technological innovation. Indian facilities are mainly attuned to for natural organic cotton casuals that focus on a very portion of the worldwide industry.

1.7 Important developments in International Textile trade[2]

1. Successful quality of the variations on rendering of Indo-US industry accessibility deals. Under this the following conditions were made:

a. Limit on natural organic cotton created ups removed

b. Base level of string colored materials, in materials, natural organic cotton sheets, natural organic cotton and MMF dresses, pants and Bermuda have been increased by about five percent.

c. Additional five percent proportion have been given for hundred percent natural organic cotton material in groups of layers and nightwear.

2. Free business contract with Sri Lanka, under this contract Sri Lanka can move into Indian eight million pieces of outfit's articles. Here the source of material would be done from Indian.

3. Meeting of International Fabric Outfits Institution (ITCB) at Mexico 2000. In this conference the authorities took stock of the current styles in business in materials and the increasing improvements in trading strategies. It also outlined the developing countries concerns on their accessibility in global business in materials and clothing.

4.The objective of Indo-EU significant group on materials is to provide a sub-forum for smooth rendering of Indo-EU and to explore the possibilities for assisting and promoting materials and clothing business between Indian and EU member states.

[2] http://sourcing.indiamart.com/apparel/apparel-industry/indian-textile/important-developments-international-textile-trade/

1.8 Raw Materials

The future capability of the premade attire industry is arranged in organizations attempting to change client comprehension and enable them to make a move from tailor-made attire to prepared to-wear apparel. Subsequently, it is up to the premade attire organizations to give slice and-fit fantastic to what a tweak can give at somewhat higher expenses. The expanding alternative material has as of now began making it more affordable.

The opposite side is that once a wide range of material downpour the industry, creating may likewise turn into a choice. This needs interest in offices to expand high caliber and furthermore publicizing - mark administration. The real crude material for premade attire is clearly the material. This will give assortment and contention, subsequently diminishing material expenses. Maybe the best change will be the World Trade Enterprise get that will permit exchange of a wide range of inventive material into the nation.

South China have surfaced as the best move goal for regular natural cotton materials. Expanded costs of regular natural cotton materials have prompted advancement of nearby utilization of engineered materials and decrease in characteristic natural cotton texture require. 12-15 percent of move improvement ought to be our objective and it is particularly conceivable inside next four or five years.

Cotton fares are a noteworthy variable in charge of the advancement in fares is the amazing execution revealed by common natural cotton made-ups, which are required to surpass the $1-billion-check. Normal natural cotton particularly of the medium and long staple assortments and higher capital usage gives a value advantages to Indian texture industry. The improvement in the move of made-ups ought to betoken well for Indian because of the higher move acknowledgment of this esteem included item. High contaminants levels in indigenous common natural cotton had prompted gigantic imports, which demonstrated expensive for Indian producers as far as time, cost and strength. The worldwide market prompting value weight, development of nearby pieces and particular business courses of action and appearance of new providers would crush India's piece of the pie, notwithstanding its intrinsic advantages as a noteworthy player in common natural cotton materials. Exchange restrictions are progressively falling and open door for advancement is enhancing, in this way encouraging a superior move situation for Indian. This pattern should have been repaired by setting up a different organization to take care of common natural cotton quality from the homestead to the producer. The USA and Bangladesh keep on being the biggest markets of Indian normal natural cotton materials with an offer of more than ten percent in complete fares. The quickly enhancing number of cotton/manmade textures has prompted the advancement of the turning segment. By and by, more exportable overflow of normal natural cotton materials is accessible.

1.9 Pune City layout and the RGIs

Pune city is the home to more than 200 garment generation lines, which make in the region of 150 and 200 garments each step by step to supply to the private market and for considerable outside brands. Carrera Holdings is furthermore setting up a Rs 650-crore material stop at Chincholi in Solapur with the capacity to get ready 2.5 lakh garments a day. The alliance has starting at now been moved closer by means of landowners and is right now concentrating in on Wagholi in the edges of the city, as a possible objective for the attire stop. The association in like manner intends to find the arrival in solitude, and embrace a further walk by procedure the Maharashtra Industrial Development Corporation (MIDC) for agreeable land.

The wander is depended upon to take two years and cost about Rs 10 crores since the required 75 areas of place that is known for arrive is made open.

The zone starting at now has a really significant material belt, for instance, Solapur, Ahmednagar and Kolhapur, which have their own specific unmistakable material traditions that has procured overall heavyweights, for instance, Italy's Carrera, which is setting up a bus less wait delivering office in joint meander with Belgium's Picanol in Mahrashtra. After bio-development, pharma and auto portions, it is presently the turn of Pune's dress producers to deal with themselves to shape an excellent money related zone. Exactly when the wander develops, this will apparently be the fundamental wander that will be made for and by the little and medium (SME) division, without the upside of cash related move down from significant corporate houses. The city's 200-in number gathering of garment producers, who make everything from shirts, jeans and sacks to first class undergarments, are as of now amid the time spent amassing a plan to shape a SEZ (Special Economic Zone).

1.10.1 Geographical Location

Pune is situated on the western leeward side of Western Ghats at an elevation of 559m over the ocean level. Amid the season of British run in India, city has progressed toward becoming Monsson Capital of British Presidency. Pune was led by Rashtrakutas Dynasty in 1750 AD and after that it was called Punewadi. The winters are cool and dry. It has had a great past of 600 years which is distinguished and in addition sentimental. The summers are hot and period from early April to late May. Pune is well known for Queen of the Deccan, social capital of Maharashtra, beneficiary's heaven and Oxford of the East. Pune has everything from exhibition halls to untamed life, towns, fortifications, points of interest, patio nurseries and fun.. The rainstorm starts in the time of June and proceeds up to September. Pune is an apiary of devoted specialists for honorable motivation. Pune is the social capital of Maharashtra. The 'Ruler of Deccan' encounters three distinct seasons viz summers, winters and rainy season. The vast majority of the land is uneven rule and is exceptionally fruitful. General temperature extends between 15 degree centigrade to 35 degree centigrade. From October to March, one can visit Pune getting it done. The land was enduring by Peshwas and awesome opportunity contenders are a noteworthy vacation spot. With changes in rulers, the name of the city additionally continued advancing.

Fig3 Map of Pune

1.10.2 Areas Under Central Pune[3]

a) Aundh

Today Aundh is fundamentally a local location with various townships and lodging states. The Baner Road prompts the Chatrapati Sports City, Balewadi. Pashan Road, however occupied in some of its extends prompts Chandni Chowk and NDA promote on. The range of Aundh developed exceptionally before a decade ago with arrive costs high. Aundh incorporates the

[3] http://pune.clickindia.com/areas/

range of Aundh, Baner, Pune University and Khadki. Khadki, one of old ranges in Pune, has various barrier foundations and furthermore has the Mumbai-Pune Highway.

b) Bhawani Peth

Bhavani Peth is situated in the core of the city taken after by all different Peths. There used to be many bore trees in this rule and thus additionally called 'Borevan'. Today it has an expansive timber, equipment and steel showcase. There are 18 Peths on the whole, made by Peshwas in mid eighteenth centiury. Palki Vithoba Mandir is additionally a vacation spot. A portion of the acclaimed puts here are Shri Bhavani Mata Mandir and Timbar showcase. The place can be gotten to through Sanas Road and in addition Bhawani Peth Road. Business in these spots used to occur once in seven days. Peth is a general name for old region in Pune.

c) Kothrud

Arranged on Karve Road and Paul Road, this township was for all intents and purposes occupied 10 years back. In the mid-90's with the land blast, this region today essentially is a local location with shopping edifices, eateries and steadily constructing houses. A hefty portion of the private edifices, today reject leasing of pads to Students. Its populace involves Maharashtrians and understudy populace. Schools like MIT and Cummins College of Engineering for Women are the prime instructive organizations around there.

d) Narayan Peth

Presently a days you can locate a major stationary, printing and Paper showcase in 'Narayan Peth'. As of late redesign of the Wada has been done where you can see the enormous Library and presentation of the articles utilized by Lokmanya. Narayan Peth, bulid by Narayanrao Pehwa houses the workplace of Daily News Paper "Kesari" and is situated in the core of the Pune city.

Lokmanya Tilak, extraordinary opportunity warrior began "Kesari" from Narayan Peth's Gaikwad Wada. Sambhaji Bridge or Lakadi pool (scaffold) and Kesari Office are some well known spots which are a portion of the acclaimed places. This is the motivation behind why this place is presently also called 'Gaikwad Wada' or 'Kesari Wada'.

e) Shivaji Nagar

Numerous critical foundations like Institute of Veterinary and Biological Products and also Archeological Survey of India are arranged here. Shivaji Military school is a celebrated school in this rule. Renowned building school and government and locale courts are likewise here. Shivaji Nagar Railway station falls in the region of Shivaji Nagar. It is situated in the core of the city.

f) Swargate

It is one the real transport terminal working in Pune. All the real transports begin from this warehouse. It is a connecting point to other nearby small towns and villages. It attracts crowd to the city for business.

g) Erandwana and Ghorpuri Lines

There are numerous streets prompting Ghorpur lines. Ruler Wales Road, Victoria Road and Alexander Street. There is a circuit house for the inhabitants and tribal research establishment is at next to no separation. The place is much popular for its commitment in the field of building. Ghorpur Street will prompts railroad station. Office of Commissioner of Police is likewise in the region of this place. The famous Instrument Society of India is situated at this place. There is an acclaimed Garrison Church which comes in the region of the place. At the edges of Ghorpur Road, lies government private province known as Ghorpuri Lines.

h) Kalyani Nagar

Yerwada, and Vishrantwadi are a portion of the connecting regions off Nagar street. One of the as of late created neighborhoods in Pune, Kalyaninagar included three busy regions namely Viman Nagar, Vishrantwadi and connecting Nagar Road close to the Pune Airport. Kalyaninagar has been named after an industrialist Neelkanth Kalyani.

i)Pimpri Chinchwad

The place is home for widely acclaimed organizations like Bajaj-Auto, Bajaj Tempo and Telco Kinetic. It is later known as Bhosari after that it is Bhosari. There has been an extraordinary verbal confrontation on the chronicled foundation of the city. Three streams Mula, Mutha and Prayani, cover the reign in three ways and even meet here. The city is 530 ft in high over the ocean level. The genuine name of Bhosari is Bhojapuri which was the capital of ruler Bhoj. This place, situated at the focal point of the city, holds one of the greatest mechanical focus in Asia. A standout amongst the most vital town of Pimpri Chinchwad is Bhosari.

Chapter II

Review of Literature

2.1 Introduction

The community clothing market is on the tolerance of far attaining institutional changes in the near future. Its low expertise requirements and huge manual work intake potential have made it an essential resource of non-agrarian career for the non-urban human population of these areas. Previously, despite being one of the most globalized sectors on the planet, it has also been an exemplar of how business methods in a 'globalizing' community are still deformed in give preference to of advanced financial systems. Moreover, the economic performance of the outfits and materials market in creating nations has huge has an effect on career possibilities, especially for females, the growth of small and medium sized companies (SMEs) and spillovers into the casual market (UNCTAD, 2005). To add, the clothing market is also seen to offer tremendous leads for career of females, as opposed to other traditional manufacturing areas. Though the research is enclosed to the leads for Indian clothing produces and difficulties it is obviously that its importance would increase to other areas with similar architectural features.

Garment is one of the many labour intensive areas that provide a entrance for creating nations to the international market. In this research, we address this issue in the case of the Indian clothing market. The clothing market has been traditionally viewed as a significant resource of career generation. 40 decades ago, the developed nations taken over international exports in this area. Given these factors, you should understand the manual work market significances of the changes in the international business program. In turn, changes in these features, given the labour-intensive nature of clothing growth, would have a serious bearing upon the manual work market, especially in ‘labour-surplus’ financial systems like Indian that seek to strengthen/sustain their position in the international outcome market. Textile growth is more capital- intensive than outfits growth and hence creating countries—although consideration for a lesser discuss in fabric output—account for a larger discuss in the labor-intensive growth of apparel.

Today, creating nations produce half of the globe's fabric exports. The removal of institutional limitations to business would have essential significances for outcome marketplaces especially that crafted to by low-income financial systems seeking to industrialize through promotion of the clothing market. Of overdue, in addition to this aspect, following the success of the Eastern Oriental financial systems, it is also seen as a lead market in the industrialization process of low-income financial systems. It offers essential possibilities to nations to start industrializing their financial systems and in course of your energy and energy and effort broaden away from investment dependency. However, over the next few decades, by 2005 to be specific, the current institutional difficulties on clothing growth and business would be removed. Over the past three to four decades, business limitations, price and quantitative, have come to play a big part in conditioning styles of the sector’s growth.

With improved movements out there, manufacturers in west sought low skill sections, and, imports of advanced information in the fabric and outfits market improved considerably between 4 decades ago and Early (Tewari, 2006; Feenstra, 1998). The value of demanding shipping time improved in finding and that in a way gave increase to ‘lean retailing’ where suppliers reduce the risks of stock in unstable and not sure marketplaces by restoring items on their racks in very short periods. Outsourcing in the fabric and outfits market began in the overdue 50's and Sixties when Western buyers turned to Asia for the purchase of top quality fabric and materials at low expenditures (Amsden, 2001). On the other side, as a result of improvement in interaction technology and the major reduction in deal expenditures, possibilities improved to synchronize growth across the planet, thereby reducing expenditures of stock. The need for products moved against consistent products more towards personalized products produced in lesser amounts and in multiple styles with greater requirements for product variety and versatility and hence giving increase to fragmented marketplaces. Later, the inspiration of freelancing to creating nations was not driven by cost concerns alone; rather it followed as a reaction to change in the structure of need as well.

2.2 A History of the Indian Textile Industry

Marco Polo’s records show that Indian fabrics used to be released to Chinese suppliers and South Eastern Japan from Andhra and Tamil slots in the "largest ships" then known. and the technical skill that went into Indian carpeting of the Mughal period is still confirmed these days. There is traditional proof from Mohenjo-Daro, which ensures that the complicated technological innovation of mordant dyeing was being used in the subcontinent from at least the second century B.C. It is believed that the use of publishing prevents in Indian started in 3000 B.C., and some experts have determined that Indian may have given birth to fabric publishing. Materials of textiles have traditionally established an essential component of India's exports. Cotton, natural soft silk cotton and jute, all organic sources found in Indian, are essential fabric crops: natural soft silk cotton goes to the clothing sectors and jute is used to create hessian and sacking. Buddhist era screenplays expose that woollen carpeting were known in India as beginning as 500 B.C. India’s traditional popular role in fabric development arises from its success in organic sources.

A gentle environment meant that the lower strata of community could endure relatively low-priced. Prior to colonization, India's personally managed fabric machines were among the best in the world, and provided as a model for development of the first textile machines in recently developed England and Malaysia. The competition of the Indian fabric industry was such that the English realized they could not contest with it. Indian developed its fabric industry at a beginning on and along with it, its textile manufacturing technological innovation. While all other countries were becoming developed, India’s fabric industry was demolished and the nation was modified from a nation of both farming and developing into an farming motor for English capitalism. Charges were charged to create sure that English products joined the Indian industry virtually free while Indian products were kept out of the UK industry.

By 1880 the home industry had produced to be maintained completely by English fabric manufacturers: Indian, once one of globe's leading exporters of fabrics, was now forced to become a net importer. Hemp, whose control materials create tough materials such as fabric and line, is also abundantly grown. The huge business extra the nation experienced thanks to its success in organic sources permitted the the aristocracy and the middle sessions to live in luxury and comfort. This restricted innovative change and grown an environment of complacency, parasitism and conservatism, which is still sensed these days. Colonization brought an end to India’s fantastic fabric past.

Motivated by Mahatma Gandhi, the Government of Indian (GOI) put several guidelines and rules to ensure that mechanization did not occur and that labor-intensive fabrics were produced. Gandhi was assured that the fabric industry could be a switch in the progression of the Indian population by creating career for the excess manual work pool. This system stayed in place until the Indians began the fight for flexibility. This coaching would lie at the base of the guidelines followed by the govt in the fabric industry from flexibility until the late Early. One example of Gandhi's non-violence resistance was to damage the English fabric industry by wearing homespun clothes.

From the cost side, the GOI cornered the industry by magnificent cost limitations. Following this ideological aim, the GOI did not recognize the negative has an effect on with regards to reduced performance and reduced competitiveness: It provided ideal and safety taxation and other rules to the small-scale industry, as the GOI assumed that this industry created more career. In 1995, Indian finalized the General Agreement of Charges and Trade bringing its liberalization guidelines to an international level. Certification was eliminated in the beginning 90`s by the Declaration of Business Policy and the Textile Development and Control Order. Large-scale development was cut down by limitations on total potential and mechanization on generators. 1990 seemed a new era to India's fabric industry as the GOI came to understand that performance and competition were suffering under the several regulating problems. Demanding work rules led to disincentives for capital investment and high development costs. This led to the leisure of many of the difficulties previously charged on the fabric industry. The more automatic and the higher the potential of the fabric generating company, both with regards to quantity and quality, the more it was discriminated against by the GOI which used tax guidelines and other rules to sanction these methods.

2.3 Characteristics of Indian garment sector

Evaluating the structure of Indian exports with that of South Korea and Hong Kong. From 16.9 % in 1983, it has almost bending to 33 % by 1999. Of special significance has been the rise of the knitwear section. This remains so, despite a slow but constant decrease in the discus of work created apparel. From around Rs. The decrease in both these item groups has been paid for by a constant increase in the discus of knitwear items. Artificial and woolen apparel constituted 26.2 % and 3.39 % respectively in 1999 as when in comparison to 9.1 % and 6.6 % in 1983 respectively. However, this relatively constant development has been associated with changes in the relative shares of sections within the industry. 640 crores in 1983/ 84, it has increased to around Rs. However, the discuss of handloom apparel has decreased continuously from 6.9 % to 0.3 % while that of work created apparel continues to be great at around 70 % . Since almost all the apparel are natural organic cotton centered, they dispute that Indian items compete for only 15 % of the global industry for clothing. 22,915 crores in 1999. Two distinguishing stages of this development are according to structure of apparel released, their destination and need vagaries.

The first one, during the late Sixties and early Seventies, was led by a tremendous surge in need for handloom apparel due to style requirements in the US and Europe. The second phase, according to, begins from 1983/84 and has been marked by a relatively more constant development. That the natural organic cotton knitwear section has led this development is quite clear, as it alone comprises 90 % of this industry. skirts, male's shirts and knitted underwear represent 61 % of complete Indian clothing Garment exports as a discuss of manufactured exports from Indian increased from 0.3 % in 1960/61 to 17 % in 1992. Between 1985 and 2000, knitwear exports have started at a substance rate of development of 9.63 % while that of weaved use has expanded only at 4.93 %. The Exim Financial institution study (1995) notes that five items, viz., ladies shirts, outfits, exports in 1991. With regard to the fabric base, natural organic cotton apparel continue to control the export basket.

Cotton centered apparel made up nearly 71 % of value of clothing exports from Indian in 1999 (AEPC 2000). Actually, the discuss of natural organic cotton apparel in quantity terms is even higher at 81 %, showing a lower unit value of natural organic cotton apparel as when in comparison to that of synthetic and woolen use, especially synthetic apparel.

2.4 Structure of Indian Garment Industry

A lot of systems may have been set up post 1990. The lesser systems in the disorganized sector, however, established the bulk of the outfits industry with regards to the variety of systems and employees. The lesser systems not authorized with the Sectors Act are questioned every five years by the National Taste Survey Organization in the Survey of Unorganized Manufacturing Industry. However, since 1990 the variety of systems and employees out there matured at more than 10 % yearly. The huge systems authorized under the Indian Sectors Act, 1948 are covered by the Yearly Survey of Sectors. In the unorganized sector, in 1994-95 there were 411637 employees involved in the production of outfits and outfits components generating a total value included of Rs. This includes systems with more than 10 employees with energy and more than 20 employees without energy. The outfits industry had its roots in Indian during the Second Community War, when such systems were set up for mass development of military clothing. The industry of relatively recent source with about 42 % of the systems were set up during 1986-89, and 30 % during 1981-85). This is triggered by the process of development, which allows decentralized development, that is, there is opportunity for subcontracting. Obviously the huge systems produced much higher value included per worker probably bookkeeping for the upper end of the fashion outfits. There are two important sources of data on the developing industry in Indian. In 2007 the globe outfits industry was worth US$345 million and during the last several years the industry matured at an average of 8 % yearly. 7844 thousand. In fact the interval just before the financial changes, 1985-90 saw a huge decrease in the development of systems, employees and value included. In 1994-95, according to the Yearly Survey of Sectors, 228899 employees were involved in the production of outfits and outfits components and produced a net value included of Rs. According to a comprehensive study performed by the Fabric Panel, the industry includes four types of systems, namely domestic companies, manufacturer-exporters, fabricators and merchant-exporters/traders. The interval since the changes appears beneficial to the outfits industry with a positive development of 1.4 % in employees, 3.1 % in value included and 1.8 % in manual work efficiency. The outfits industry in Gujarat, did not appear to grow much prior to the financial changes. The industry includes small and bungalow systems, with less than 11 employees, which accounts for 80 % of the units; and medium (with 21-49 workers) and huge (more than 49 workers) systems bookkeeping for 14 and 6 % respectively. At the all-India level the outfits industry in the unorganized sector seemed to have grown the most during the interval 1978-85. The industry matured fast mainly due to the switch in city consumer tastes from custom-tailored outfits to ready-made outfits and the release of trade promotion systems by the Government. Moreover, according to the Survey of Household Intake levels in Indian , the per household use of fabrics for the year 2007 was 22.41 measures, a development of 4.28 % and in value conditions per household spending on outfits matured by 8.07 % and 10.16 % in non-urban and cities respectively compared to 2006..

2.5 The fragmentation of the apparel market

Styles have always affected generation of demand in this market, especially after the increase of retailers' control of the investment cycle. All these factors have led to the increase of unique sections in the outfits market. This pattern has emphasized nowadays, when it is said that the economic downturn in advanced financial systems has led to a more manipulated submission of income. Further, socio-economic and related social changes have created a general pattern in clothing towards more informal and informal use since the Seventies. Given their nearness and greater understanding of the market than companies, these investors desired to contend through market enhancements like new styles and style promotion rather than through price discount rates by enhancements in development techniques. Ladies and kids use is subject to more style centered design changes as compared to male's use. Intake centered individual started to play a bigger role in labels a person's position in the public structure, thereby assisting the generation of market marketers. Here again, there are variations across various sections.

The causes despite, the outfits market has been separated into two key sections with different characteristics;

i) A vivid and growing upmarket style section and

ii) A relatively dull, low priced and consistent section.

Another essential description for the multiple dispersal and attention of outfit’s development takes into consideration the public embeddedness of development procedures and their part performed in reducing deal costs of companies in this industry. More essential is the ‘quick response’ factor (QR), the ability to provide in time and modify development to modifying styles and amounts. Thus, the price advantage obtained in scattering development to low salary areas tends to be balanced out by slowness in supply reaction. In other words, ‘flexibility’ becomes an essential typical of development for this section. Nevertheless, apparel of certain sections that are relatively less powerfully motivated by style and demanding smaller excellent may continue to be found from far away areas. Production in faraway places is not suited for such markets, where reorders14 and style obsolescence are common. Further, the excellent requirements of the material meant for such up-market clothing development needs confinement of development to countries with better handling technological innovation. The former market is highly unstable and is classified by short development operates, fast modifying fashions and styles, competitive promotion and higher mark-ups. In sum, despite dispersal to low salary financial systems, the fragmentation of the outfits market into fashion-determined smaller and smaller marketers has permitted the primary financial systems to maintain their edge against your competitors in these sections of the outfits market. Here, price advantages do not matter as much as in the mass-market section. In reaction to promote uncertainty, companies target smaller, more modifying fast market marketers, which require fast difference in product styles.

Multi Fiber Arrangements:

The Uruguay Circular has on its plan the phasing out of the MFA by 2005. The MFA is according to quantitative limitations or proportion, which control the transfer of particular items from particular nations. The MFA is focused only at imports from the creating nations. GATT's conditions of business limitations by means of tariffs are non-discriminatory as they use to imports from all nations in a fair style. Indian has bilateral dealing arrangement with USA, North America, EEC, Luxembourg, Norwegian, Norwegian and Finland under the MFA. There are no worldwide guidelines guiding the worldwide allowance of proportion under MFA. The western world settle bilateral contracts with personal dealing associates, which restrict the quantity of exports of the latter. In MFA IV, for the first time there was identification that one more purpose is the use of GATT guidelines to business in materials. The limitations are charged through geopolitical concern which has triggered the appearance of Chinese providers as a significant power in the fabric and outfits industry.

The MFA IV came into power in 1991, when the creating nations were expecting it would not be restored. . The Muti-Fiber Design structure for performing business in materials and outfits is a considerable leaving from the GATT.

The MFA is to be eliminated in four phases:

- Stage I beginning on 1-1-1995,
- Stage II on 1-1-1998,
- Phase III on 1-1-2002
- and Stage IV on 1-1- 2005

Moreover, the fabric and outfits industry will have contract price prices greater than that for all products in the publish Uruguay Circular. The most transfer extensive items, like tops and women'souterwear in which Indian has an benefits, will not have their proportion eliminated until 2005. Actually, US contract price prices for clothing are greater comparative to all other MFN items even in 2004.

Imports for the significant providers like Hong Kong, Chinese providers, Southern region South Korea has limited allowance development prices of 0-2 % . Thus, the effect of the treatment of MFA will be sensed seriously by Indian in 2005. India's clothing industry has to equipment up to this actuality when there would stop to be any recommended allowance for any nation and all nations would have to compete on the foundation aspects established by the industry. The USA has released a record of items which it plans to include in each of the levels. Besides, the authorized proportion will be nicer for the creating nations like Indian with a authorized development of 6-7 %.

2.6 Government Policy and the Garment Industry

Guidelines will have to be geared towards presenting huge set up line of development outfitted with good quality machinery'. As a result of the periodic characteristics of demand for Indian apparel this has become a very cost-effective function of development. But if we wish to replicate the path of the leading clothing exporters, it is crucial to create further capacity to process volume purchases, while at the same time maintaining our advantage of being able to handle little purchases with huge versions. The Indian clothing trade industry is based on a `sub-contracting system including a number of little developing and fabricating systems which work under agreement from a parent or guardian or guardian firm.

2.7 Policy for Small Scale Enterprises

Various financial and other organizations have also been set up to assist in the growth of this market.The structure of the clothing market is due to the Govt of India's plan, the international regulating routines and the nature of the market. The Govt of Indian has set aside the clothing market for the little market. The trade responsibility of 75 % of their development is limited to a specified period of 10 years even for 100 % trade focused systems, which benefit from duty free imports of capital goods and raw materials. Financial commitment in the little market cannot surpass Rupees six thousand or seven and a half thousand in the case of additional systems. Different kinds of financial concession, in the form of lower excise responsibilities, differential taxes, financial assistance and sales discounts are other essential set of safety measures for the SSIs. Development of small scale industries (SSI) has been an essential objective of the planning process in Indian. Under the existing plan structure, clothing systems can be allowed purchase of plant and systems beyond the boundaries prescribed for SSI systems only if they undertake an trade responsibility of 75 % of their total development. These boundaries change every once in awhile. Booking of items only for this market was one of the main panels of the plan. This trade responsibility would operate in perpetuity, without any period. A trade responsibility of 75 % in perpetuity has functioned as a strong obstruction for large Indian companies to invest in the clothing market.

2.8 Competitive Performance

It is crucial to understand the true competition of Indian fabric and outfits companies to make an evaluation of what is coming up next in 2005 and beyond. It leads to about 4% of GDP and 14% of business outcome. Its growth and strength therefore has critical bearings on the Indian economic climate at large. Second biggest company after farming, the market provides direct employment to 35 million people such as significant sections of sluggish areas of community. Since 2005; all fabric and outfits items are exchanged worldwide without quota-restrictions5. According to the ATC, beginning 1st Jan 1995, all materials and outfits items that had been previously put through MFA-quota, are planned to be incorporated into WTO over a period of ten years. However, the WTO Agreement on Textile and Clothing (ATC) noticeable a considerable transformation. A chance because marketplaces will no more be restricted; a risk because marketplaces will no more be assured by proportion, and even the home market will be open to competition". And this upcoming reality brings the issue of competition to the front for all companies in the fabric and outfits areas, such as those in Indian. "The taking apart of the allowance program symbolizes both a chance as well as a risk. The worldwide business in fabric and outfits areas has been an egregious exclusion to the most preferred country concept of GATT and, since the early Sixties, has been a case of handled business through forced contract. As a result of its considerable participation, the Indian fabric and outfits market consumes a unique place in the Indian economic climate. With a very low import-intensity of about 1.5% only, it is the biggest net forex trading earner in Indian, generating almost 35% of forex trading. This is the only market that is self-sufficient and complete in natural organic cotton value chain- generating everything from fibers to the biggest value added finished product of apparel.

2.9 Review of Research Papers

1. Reference - 1

K. V. RAMASWAMY, INDIA’S APPAREL EXPORTS: THE CHALLENGE OF GLOBAL MARKETS, The Developing Economies, (June 2000): 186–210

Review

The paper is separated into five areas. In particular, the share of produced exports in total exports has stayed dull at around 74 to 75 % in the 1990s. . Area III provides the viewpoint of worldwide investment stores (GCC) to understand the linkages in the worldwide outfits business. The plan changes include business deregulation, reduction of charges and quantitative limitations on imports, entry to disembodied worldwide technology, and liberalization of exchange rate and worldwide direct investment guidelines. Area V provides the results and significances for plan. A complete evaluation of the impact of the 1991 changes on business and business performance is not yet available. Consequently, the focus of government plan will continue to be on reaching trade growth and incorporation with the community economic climate. The primary purpose of plan changes has been to improve the performance of the creating industry through increased competitive pressure and entry to bring in information at worldwide prices. However, India's transmission of community trade markets is very low, at 0.60 % in 1996, comparative to many other Oriental creating countries. Area IV talks about the main features of India's outfits industry and its pros and cons. Following this release Area II talks about the idea of globalization and styles in community outfits business.

Researcher's comment

The reasons are twofold. In this document we focus attention on the outfits industry in Indian. Given the focus on trade growth performance, it is especially important to understand the nature of the worldwide development system that forms the placement of third community nations, like Indian, into the worldwide economic climate. First, the materials and outfits complicated, despite its position as a decreasing industry in western community, symbolizes the top rated of economic globalization for many third community nations This document provides a viewpoint that concentrates on two themes: first, the process of globalization of outfits development and the changing competitive conditions in the worldwide outfits market; second, the features of India's outfits exports, the framework that can handle the trade information, and the effects of policy rules.

2. Reference - 2

JeemolUnni andNamrata Bali, Subcontracted Women Workers in the Garment Industry in India Working Paper No. 124 , Gujarat Institute of Development Research 2001

Review

This could happen due to `pull' aspects that are efficiency improving, or `push aspects such as price, great competitors or to prevent manual work regulation. In this document we research the clothing market in Ahmedabad in the perspective of the nationwide and worldwide guidelines that effect it. Some such projects are mentioned in this document. Nowadays there has been a disintegration of the process and a major development of subcontracting. This document also studies the scenario of the women working in subcontracting agreements in the market. Most of the latest plan projects in the clothing market would advantage the large companies. This is a segmented market and the reduced section, which is the concentrate of this research, perhaps matured mainly due to the `push' aspects. The clothing market is based on a sub-contracting system. Some way of enterprise of small companies and employees are necessary to allow them to endure in the new scenario

Researcher's comments

In the research of value stores it was found that females' employees in all sections were not the direct receivers of the development in the market. The females in the small factor section and home based employees gained very low earnings. A form of social and financial stratification seen in the community was demonstrated in the cultural structure and financial position of the females' employees in the market. Most of the females were young and new utilizes to the industries showing the development of new systems nowadays. It was observed that the females sensed they had some effect on the choices taken and expenses received within the household.

3. Reference - 3

Yoshie Shimane. Garment Industry in India: Study of Firms in Delhi Region in institute of developing economies; discussion paper no. 101; 2007

Review and comments

The basic purpose of this research is to evaluate whether manual work control have any frustrating effect on employers' conduct and firm, industry and financial efficiency in Indian. Labor industry rules are frequently mentioned in description of India's low level of manual work intake and poor development efficiency over time. Although there has been much progress in de-regulating investment and trade since 1991, there has been no significant de-regulation in manual work industry. Some are concerned about such situation that companies have to deal with competitors with brought in goods when they are limited hand and foot under manual work rules. But before requiring to come before changes in manual work industry, it would be worth analyzing if manual work rules are actually effecting employment and financial development. Clothing industry is chosen to analyze the impact of manual work rules for a following reason. Among various sectors in Indian, garment industry is one of the sectors which is now revealed to deal with more competitors both internal and worldwide. Booking of garment industry for small sectors was removed in Jan 2001 and now any size of companies can enter in developing. Then abolishment of quantitative limitations of transfer followed soon in Apr 2001 that now companies are revealed to competitors with brought in products. Furthermore, Multi Fiber

Contract (MFA) was ended at the end of 2005. As a result of all these de-regulation measures, garment industry now encounters more home as well as worldwide contests. Such industry under pressure is believed to be a good example to analyze whether manual work rules are avoiding companies from taking activities to boost efficiency and effecting business development.

4. <u>Reference - 4</u>

Gopal Joshi. Overview of competitiveness, productivity, and job quality in South Asian garment industry - In Garment industry in South Asia Rags or riches? Competitiveness, productivity and job quality in the post-MFA environment Edited by Gopal Joshi South Asia Multidisciplinary Advisory Team (SAAT) International Labor Organization, New Delhi 2001

<u>Review</u>

Fast development of the clothing market within the last two years has certainly given a increase to job generation in the structured industry, which is otherwise less than ten % in the Southern region China. Exports of apparel from Bangladesh has increased from about 4 % of its complete exports in 1983-84 to about 76 % in 1999-2000 producing career to 1.5 thousand employees. Such rapid job generation also has designed issues about the opportunity of in the same way rapid loss of tasks once the allowance system made under the MFA (Multi-Fibre Agreement) is removed at the end of the year 2004. 80 % of these clothing employees are women, which represents unmatched access of women employees in developing actions. Furthermore, there are also issues in some of the nations regarding the state of job quality, particularly in perspective of its likely damage as a result of the aggressive demands. Avoidance of large-scale job failures due to liberalization and globalization is a significant issue for the nations in Southern region Japan. During the last two years, Southern region China have knowledgeable incredible development of job possibilities and trade income due to development of trade focused clothing market. Identical development in career has been knowledgeable at the same time with different stages of achievements by all five Southern region China (Bangladesh, Indian, Nepal, Pakistan and Sri Lanka).

Researcher's comments

The following concerns concerning career in the clothing market are considered;

1. How maintainable are the tasks in the clothing industry?

2. How essential is efficiency in improving competition of the industry?

3. How does job excellent in the clothing market impact its efficiency and competitiveness?

The problem of durability of the tasks in the clothing market, which bring even higher importance considering the upcoming treatment of allowance program at the expiration of MFA (Multi Fiber Agreement) at the end of the season 2004, can be resolved only by analyzing the place and characteristics of the Southern region Oriental clothing exports on the globe business, which is also significantly affected by bilateral and multilateral agreements.

5. Reference -5

Satyaki Roy, GARMENTS INDUSTRY IN INDIA , Lessons from Two Clusters . Institute for Studies in Industrial Development Working paper 2009/01

Review

The discuss of western community in community creating value included dropped from 74.3 % in 2000 to 69.4 % in 2005 (IDR, 2009). New- structuralism describes the stylized fact of U-shaped regards between expertise and per household income and provides higher ideas to catch the characteristics of rise in the discuss of creating nations in international produce. In this perspective the document tries to look into the position of garment sectors in Indian and see how they believed release of difficulties in demand both through liberalization in home business policies and by phasing out of multi- fiber agreement has affected upon the development and size submission of companies in the industry. The document concentrates on how the reactions of individual companies are included in the increasing styles of development organization, manual work processes and institutional agreements related to particular industrial websites. The changes are developing with regards to moving development websites on the one hand and dealing with the new competition on the other. The increasing department of manual work either through firm links of international value stores or by way of specialized business provides higher opportunity to creating nations in causing the community creating outcome. And this is happening precisely when the development of creating value included in western community shows a virtual stagnation, i.e., growing at a low 1.1 % yearly while that for creating nations it is 7 %. There has been a considerable transfer of international creating units followed by a reorientating of international business in the past two decades. Clothing industry globally is going through considerable reorientating since the final stage out of the Multi- fibre Design. It seems that both with regards to huge as well as in that of function of contribution in the international development process the role of creating nations is going through change.

Researcher's comments

Clothing is one of the many labor-intensive areas that offer an entrance for developing nations to the worldwide industry. It provides essential possibilities to nations to begin industrializing their financial systems and in course of time extend away from investment dependency. Moreover, the financial performance of the clothing and materials industry in developing nations has huge has an effect on job possibilities, especially for females, the development of small- and medium-sized companies (SMEs) and spillovers into the informal sector . Textile development is more capital- intensive than clothing development and hence developing countries—although consideration for a smaller discuss in material output—account for a larger discuss in the labor-intensive development of garments.

The fictional works indicates, nations need to modify their collection of exports as they shift up the earnings steps and only by such changes quick low- income nations are improving their talk about in worldwide business. Moreover, the financial efficiency of the clothing and materials industry in developing nations has huge has an effect on job possibilities, especially for females, the development of small- and medium- sized companies (SMEs) and spillovers into the informal industry . Textile development is more capital- intensive than clothing development and hence developing countries—although consideration for a lesser talk about in material output—account for a bigger talk about in the labor-intensive development of clothing . 40 decades ago, the western world taken over worldwide exports in this place. 40 decades ago, the developed nations taken over international exports in this place. These days, developing nations generate 50 percent of the planet's material exports. These days, developing nations produce 50 percent of the planet's material exports. It provides essential possibilities to nations to begin industrializing their financial systems and in course of time broaden away from investment dependency. The works suggests, nations need to modify their collection of exports as they shift up the earnings ladder and only by such changes quick low- income nations are increasing their discuss in international trade. Clothing is one of the many labor-intensive areas that offer a entrance for developing nations to the international industry.

Research Paper Reference 6

Prasad Ananthakrishnan and Sonali Jain-Chandra. The Impact on India of Trade Liberalization in the Textiles and Clothing Sector. IMF working paper 2005

Review

An allowance free program symbolizes an opportunity–as Indian has been restricted by quotas-as well as a challenge as there will be increased competition and no assured marketplaces. In 2003, T&C exports were the biggest trade group, bookkeeping for 23 % of Indian exports (or $13 billion). 2, 3 Moreover, this market is the second biggest generator of employment (35 million or around 10 % of the workforce), a considerable earner of forex trading, and leads to 4 % and 14 % to GDP and value added in developing, respectively (Ministry of Materials, Yearly Report 2003-04).

The treatment of proportion on materials and outfits in 2005, under the Contract on Materials and Clothing (ATC) is expected to have a significant impact on significant dispatching nations. Despite these advantages, whether Indian can benefit from the allowance reduction will depend on the degree to which the existing difficulties are removed. The mass suppliers in western world, especially the United States, require versatility and a fast transformation. However, publishing nations have had a lot of versatility over the reduction of proportion and items for which proportion were not joining were liberalized earlier. Many early studies determined that Chinese suppliers and Indian will be the significant receivers of the allowance reduction while many other creating nations may drop their trade marketplaces. Furthermore, Indian also has capacity-based benefits in fabric and spinning, and India’s fabric market covers the entire provide cycle. Materials and outfits have been considerable in India’s trade container, bookkeeping for nearly 20 % of total exports during the 90's. The structure of the global T&C market makes some nations more aggressive. Indian has a aggressive benefits arising from its huge and relatively low-cost employees, a huge domestic provide of materials, and the sector's ability to produce a wide assortment (USITC 2004). A few recent documents however find that Indian may drop in the results of the liberalization.

Liberalization was to be in four levels, with 50 percent of the incorporation to take position in the first three levels (1995-2005) and the second 50 percent to take position in the final stage in 2005. Before the ATC took effect, a good portion of fabric and outfits exports from creating nations to the industrial nations was topic to proportion under a special program outside normal rules of the General Contract on Charges and Trade (GATT). The fabric and outfits (T&C) market is an essential one in the Indian economy. The T&C market utilizes semiskilled and inexperienced work, providing creating nations with a relative benefits.6 However, along with work costs, cause times and versatility in production have become increasingly essential. The treatment of proportion on the most limited groups was returning packed by publishing nations until the end of the move interval. What this means is that some creating nations are better set to gain than others. These difficulties include strict work market control, insufficient investment, and undesirable government policy in the past.

The execution of the ATC, meant as a move interval to full incorporation of the T&C market, took place in a back-loaded fashion. Only 20 % of the items topic to proportion were incorporated in the first three stages of the ATC. These former Multi-Fiber Contract (MFA) proportion, when carried over into the ATC on Jan 1, 1995, showed the beginning for an automatic liberalization process. Indian has a very strong and different raw material base for developing natural and synthetic materials. What this means is that the treatment of proportion on the staying 80 % in 2005 has the potential to cause to sharp excitement including job and income failures in some creating nations.

Researcher's comment

Area VI represents the policy environment in the Indian T&C industry. Area V concentrates on the specific constraints facing the Indian T&C industry. Area VII talks about a possible strategy for the future and Area VIII indicates. Area IV considers the effect of the reduction of the ATC proportion on Indian using a general stability model. This paper investigates the effect of the reduction of proportion on Indian. Area III presents current literary works currently on the effect of the allowance phase-out and reduction. Area II investigates the trends in trade in the T&C industry during the move period of the ATC.

7. Reference -7

Rajesh Bheda. Productivity in Indian Apparel Industry: Paradigms and Paragons. Journal of Textile and Apparel Technology and Management VOLUM 2, ISSUE 3, 2002

Review

The competition of the market shall, therefore, become critical. To retain its competition, Oriental outfits market will have to pay increased attention to efficiency enhancement. The Sixties and 70's witnessed significant research projects on outfit's efficiency in Western nations leading to a considerable enhancement. Research that the efficiency of an average Indian outfit's manufacturer is one of the lowest in Asia. Indian outfits market must be in a position to fully exploit its relative advantages in terms of fabric availability, low wages and service abilities. The Oriental outfits market, however, shows much lower efficiency. This market is vital for them due to its employment prospective and export earnings. This paper talks about the efficiency stage in outfits creating in Indian, the factors associated with efficiency in Indian outfits market and the opportunity for enhancement. The post MFA era is likely to witness growing competition mainly for the significant consumption markets of North America and Europe. Apparel creating activity has been shifting from designed to creating to least west. Increasing number of nations, including Indian, are using this market for promoting the development of their economy. Indian outfits market will need to improve its efficiency on quality, efficiency and technology front. Currently, fabric and outfits market plays a significant role in the industrial development of most of the nations regardless of the stage of their economic prosperity. This required an examination of the prospective for efficiency enhancement in the Indian outfits market. The creating nations like Indian and many other China, which earn valuable forex trading by dispatching outfits, will now have to open up their domestic market to international players. The constraints charged on community business in materials and outfits under Multi- Fiber Contracts (MFA) shall end by January' 2005, providing way to restraint-free global business in materials and outfits. Manual work costs are fast improving in Indian and other China. Worldwide outfits business is moving away from ‘East to West’ and ‘South to North’. In this regard, the significant hurdle seemed to be low efficiency of Oriental, especially Indian outfit’s manufacturers.

Researcher’s comments

The main purpose of the research ‘Productivity in Indian Outfits Industry: Paradigms and Paragons’, was to:

1. Examine efficiency level obtained by Indian apparel companies.
2. Highlight the cases of quality in efficiency amongst the sample
3. Measure the efficiency enhancement potential for average Indian apparel manufacturer
4. Establish the factors associated with productivity
5. Suggest strategy for efficiency enhancement.

The opportunity of the research was restricted to Indian apparel developing market involved in generating weaved covers (shirts/blouse). To ensure certain minimum financial systems of range, the taste was restricted to companies having set up capacity of more than 35 regular sewing machines. Scope of the apparel companies for home market was further restricted to national and local manufacturers only. This paper is designed to talk about conclusions of the research restricted to only first four goals of the research.

8. Reference - 8

Brian Carver, Christy He, Jonah Hister. India's Textile Industry: What Will Happen When the Quotas are Lifted? Final Project, Presented at GTTL Conference on June 2, 2004 at the University of Washington for Professors Tom Schmitt and Greg Shelton

Review

This research paper gives a summary of the Indian Fabric Market, starting from its ancient and established origins more than 5000 years ago until existing times. India's business areas have started at a minimal rate in the 90's, at the same time at a more slowly speed compared to the past several years. By 2005, all proportion on clothing and fabrics will have vanished. As in many other nations, India's fabric market is one of its earliest areas and tends to be more conventional in terms of company and business methods. In addition, we questioned an expert in Indian from the Fabric Commission who reveal the existing condition of the market from a more practical point of view.

In comparison, its services and information-based areas have started at such a fast speed as to become the major market in GDP growth and this indicates this pattern is likely to continue. The international fabric market is about to go through a considerable modification. We determine the unique circumstances and existing the nation's business structure, major competitors, as well as existing changes and difficulties. Much of this competitors will come from Chinese suppliers, whose high potential to produce fabrics is organized back today only by the ATC allowance program. Outfits and fabrics, unfortunately, comes within the business classification and even without the termination of the ATC, its home manufacturers certainly experience challenging times ahead. As a result, the fabric market in Indian is going to deal with significantly increasing competitors after 2005. On Dec 31, 2004, the Contract on Materials and Outfits (ATC) will end, and with it the allowance program for worldwide business in fabrics and clothing will no longer be used to control worldwide business.

Researcher's comments

The conventional characteristics of the fabric market is likely going to be a considerable buffer to Indian for getting up its efficiency after the reduction of the allowance program. Recently, Indian has been very successful at providing the international service economic climate, which has not required the solid build-up in exercising that fabric business needs. The improved competitors from nations like Chinese suppliers are only going to make a poor situation appear more anxious.

9. Reference- 9

R.K. Srivastava, (2008) "Changing retail scene in India", International Journal of Retail & Distribution Management, Vol. 36 Issue: 9, pp.714 – 721

Review

Malls with multiplexes such as theatre cinemas, food legal courts, and play places for children are becoming the center for family trips. The paper looks at the modifying scene in the store industry in view of many MNCs and large sectors coming into this section. The data for this analysis was attracted from industry resources which included national and international released resources from 1993-2006. The conclusions provided show that shops in 2006 are more developed in the North and West part of Indian. On average 75 % of clients spend about 1-3 hours in the shopping center. Small suppliers have improved their assistance to focus on Indian consumers. The analysis provided here is designed to build a picture of the changes in store developing in Indian. Credit limits and home assistance are helping them to hold on to their clients. Meals, goods and outfits purchase by clients provided to 52 %. Marketing focus is modifying towards fulfilling the different structure of needs of clients. Indian is set to become a store power house.

Researcher's comments

Realistic effects – A very useful resource of details and evaluation of this situation which should help other suppliers across the community, especially in creating financial systems, to deal with big leaders more strongly and do better. Originality/value – This document fulfils a determined information/resources need and provides assistance to small suppliers. Research limitations/implications – All are from Indian viewpoints which perhaps boundaries its effectiveness elsewhere on the globe.

10. Reference -10

Smar Verma. Export competitiveness of Indian textile and garment industry. Indian council for research on international economic relations. Working paper no. 94; November, 2002

Review

To boost the competition of the market, the research has outlined areas demanding government plan treatment. The fabric and outfits areas play an extremely significant role in Indian in terms exclusively of share in value added, forex dealing income, and employment. It has also delineated the changing surroundings in the worldwide dealing atmosphere which is likely to significantly impact worldwide fabric and outfits business. This research is an attempt to assess export-competitiveness of the Indian fabric and outfits exports with a view to evaluating the aggressive sinews in planning for the quota-free business beyond 2004. The research has analyzed India's aggressive efficiency in the US and EU markets for MFA (ATC) product groups that are essential in Indian business container, and has found that Indian exports to the EU and the US are, on the whole, export-competitive. The research indicates that while there is little doubt regarding the tremendous potential that the Indian industry-specially outfits sector-has, several plan changes are needed quickly in order to discover this hidden capability. Besides, from the growing nature of worldwide dealing atmosphere, it appears that market access would become an increasingly essential factor of converting competition into business efficiency. With the upcoming taking apart of proportion in 2004 under mission from the Agreement in Textile and Clothing of the WTO, the focus has clearly moved to the future of the Indian fabric and outfits exports.

Researcher's comments

It leads to about 4% of GDP and 14% of industrial outcome. It was mentioned that the objective of the project were to evaluate the trade competition of Indian fabric and outfits areas. This is the only market that is self-sufficient and complete in natural organic cotton value chain- producing everything from fibers to the highest value added finished product of garments. As a result of its significant participation, the Indian fabric and outfits market consumes a unique place in the Indian economic climate. With a very low import-intensity of about 1.5% only, it is the biggest net forex trading earner in Indian, earning almost 35% of forex trading. Second biggest company after farming, the market provides direct employment to 35 million people including substantial sections of sluggish areas of society. Because Indian fabric and outfits sector is primarily natural organic cotton based, this study would focus mainly on the natural organic cotton fabric and outfits, and look at the entire value cycle from fibre to clothing and retail submission. Its growth and strength therefore has critical bearings on the Indian economic climate at large.

11. Reference -11

Ankush Sharma and Preeta Vyas. Indian Organized Apparel Retail Sector and DSS (Decision Support Systems) . Indian Institute of Management, Ahmedabad. National Institute of Fashion Technilogy, Gandhinagar. In W.P. No. 2007-07-01 2007 Indian institute of management, Ahmedabad

Review

Conceptual review of DSS is performed by examining the literary works. The research represents methods and use of DSS in functional choices in outfits industry and managing issues in design and execution of DSS. The research exploratory in nature, switches into a example approach to understand methods of structured suppliers in outfits industry regarding applications of various DSS resources. Attractive mainly to younger generation, the industry has typical details requirements to manage its functions. Indian outfits retail industry creates interesting difficulties to a manager as it is increasing and closely attached to styles. DSS (Decision Support Systems) provide appropriate and precise details & it can be viewed as a enterprise providing management with the resources and details to assist their selection.

Researcher's comments

It was also discovered that for sales predicting and visible marketing choices, prior experience rather than any DSS device was used. The concerns of synchronization, incorporation with other systems in case of ERP utilization, exercising were outlined. Prioritization as well as quantification of advantages was not tried. A multiple product local cycle and multiple product nationwide cycle of outfits was selected for the study. The advantages noticed were; "help as analytical tool", "accuracy of information and in billing", "smooth operations". Majority of functional choices like stock control, CRM, promotion control were managed by ERP (Enterprise Source Planning) or POS (Point of Sale). Different resources were discovered to be used by them. The execution concerns outlined by the shop supervisors were; more preliminary teething problems rather than level of resistance on the part of workers of the shop, need for investment of your energy and energy and effort & money in exercising, due to fast technical enhancements, a chance to time updating in DSS resources is required . Future perspective of DSS seems shiny as outfits suppliers are eager to get technology.

12. Reference – 12

Vijayabaskar, M., 2002, "*Garment industry* in India" Chapter 3 in Joshi. G., Garment *industry in South Asia*: *Rags or riches*?

Review

The community clothing market is on the tolerance of far attaining institutional changes in the long run. In convert, changes in these features, given the labor-intensive characteristics of clothing growth, would have a serious keeping upon the manual work market, especially in ‘labor-surplus’ financial systems like Indian that try to strengthen/sustain their place in the international outcome market. Previously, despite being one of the most globalized sectors on the globe, it has also been an exemplar of how business methods in a ‘globalizing’ community are still deformed in give preference to of innovative financial systems. Over the last three to four years, business limitations, price and quantitative, have come to play a big part in training styles of the sector’s growth. However, over the next few years, by 2005 to be particular, the current institutional difficulties on clothing growth and business would be eliminated. The treatment of institutional limitations to business would have important significances for outcome marketplaces especially that crafted to by low-income financial systems looking for to industrialize through marketing of the clothing market.

Researcher’s comment

To add, the clothing industry is also seen to offer remarkable leads for career of women, as opposed to other conventional developing areas. Its low expertise specifications and large manual work intake potential have made it an important resource of non-agrarian career for the non-urban human population of these areas. In this research, we address this issue in the case of the Indian clothing industry. Though the research is enclosed to a scientific evaluation of the possible changes in the leads for Indian clothing produce and career and difficulties that deal with Indian policy creators in this respect, obviously its significance would increase to other areas with similar architectural features. The clothing industry has been traditionally considered as a major resource of career technology. Of overdue, in addition to this aspect, following the success of the Eastern Oriental financial systems, it is also seen as a lead industry in the industrialization process of low-income financial systems. Given these factors, it is important to understand the manual work market significances of the changes in the worldwide business program.

2.10 BOOK REVIEWS

1. Book Reference - 1

1. Name of the book: Vision India 2020
2. Name of the Author: SramanaMitra
3. Name of the publisher: BookSurge Publishing
4. Year of Publication: February 3, 2010

Review

It is indeed relaxing to read through Sramana's innovative desire of Indian, which she claims is not a figment of creativity. For her, the possibilities that lie ahead are not any kind of stories – financial, medical or social – but rather, a set of practical strategic plans for company owners to apply. Indian does lead to hope amongst company owners like no other country on the face of world. This should be worth checking out and some of the testimonials defined in the publication should encourage many others. Running through the entire concept of this publication is the prevalent role of experienced company owners who are ready to innovate and deal with new company difficulties. Perspective Indian 2020 is also a good memory that, in middle of the excitement of India's lately obtained achievements in specific places, some of mistakes made by innovative countries in places like environment, power and city growth should be very carefully prevented while building a modern financial climate. . Indian is already one of the primary facilities for international investment and the range of tasks defined here should encourage traders globally.

She also shares about variation into new places and hitting international sources and know-how in a very effective manner. She does it quite successfully, introducing a vast brush of several untrained possibilities in the areas of facilities, IT, technical services, power, medical care, way of life, enjoyment, education and also tasks into non-urban as well as slum growth.These are certainly difficulties that Indian seems to be well set to deal with. But many believe that time is operating out and the emergency is indicated in different places by all those who are avidly following India’s amazing growth tale. Sramana pontificates like an experienced business owner with her strong, truthful and realistic diagnostics, and then, comes up with her competent problem-solving techniques. Vision India 2020 is an appropriate addition to the sequence of recent overtures on how Indian is growing as a financial superpower among its variety difficulties. As most parts of the world financial climate remain surpassed by the threatening atmosphere of economic downturn, this publication punches up positive ideas for truly strong company owners. There are some very exciting, unknown areas outlined in the publication that should inspire company owners within Indian and outside.

Researcher’s Comments

There is a great concept that it's every entrepreneur's liability to change the community for the better. I am sure the blocks of illustrations tossed in this book can inspire many business owners – those who are experts and also those flourishing amongst our next technology of younger technology. It looks returning over a decade-long modification of the nation from its current position as ‘back office for the world’ to that of community innovator through the use of the concepts of experienced business. Though a few alters mentioned seemed more like ‘common sense’, these are often not thought through to convert into big hit companies that are successful and effect producing. Perspective Indian 2020 is an experienced run through a possible new future for Indian.

Building unreal business projects in forty-five areas important to India’s development and development, she sources real life companies and the people who run them, and facets her techniques in knowledge acquired through experience and strained through a mind unfettered by generalizations and the problems of record. The writers ‘futuristic retrospective’ records the techniques, business designs, procedures, and alliances that, in her experienced desire, designed powerful and successful companies in areas that include technological innovation and technology-enabled services, facilities, non-urban and slum development, medical care, way of life manufacturers, knowledge, and enjoyment.

2. Book Reference -2

1. Name of the book: Export Success and Industrial Linkages: The Case of Readymade Garments in South Asia
2. Name of the Author: Shahrukh Rafi Khan
3. Name of the publisher: Palgrave Macmillan
4. Year of Publication: June 9, 2009

Review

The empirics light up some of the greatest concerns of community development--including how nations come to focus (not just what they focus in), how different kinds of business guidelines actually perform to modify financial commitment styles, and even, what are the possibilities of fast business improving by companies and financial systems at the reduced stops of international value chains.

This publication looks at first view to be a filter research of the ready-made clothing market in several Southern region China. It is traditionally well-informed, empirically well-grounded, and in theory brilliant, especially given that the nation research have all been done by undergrad learners. Going beyond the theoretical grandstanding that has recognized the research of business growth for decades, this publication provides a specific and impartial image of how sectors really create, using the situation of the materials and ready-made clothing market in Southern region Japan.

Researcher’s Comments

In the same way, one understands little about the various types of crucial linkages or relationships, back and forth (induced by business plan or spontaneous), public-private, domestic-foreign (in a value cycle context), South-South, and intra-cluster or market that result in business achievements and failing in the clothing market in Southern regions. Thus, there is little one understands from the concept about business, architectural, and institutional methods that make a particular nation more effective than others even if their wide relative benefits is identical. However, this concept is throw on a very total stage such as materials and precious metal and the concept provides little assistance on process. Neo-classical financial business concept indicates that nations on a total stage are dedicated to products that are constant with their particular benefits and this publication indicates that the forecasts of the concept are generally carried out.

3. Book Reference - 3

1. Name of the book: Offshoring Secrets: Building and Running a Successful India Operation
2. Name of the Author: UtkarshRai
3. Name of the publisher: Happy About
4. Year of Publication: August 22, 2007

Review

To begin off in the Preface of the publication, the writer details the kinds of concerns which can be responded to by examining this publication, concerns such as: "My administrator has requested me to create an Indian heart to preserve expenditures, but I am not reaching any amazing cost advantages within the fixed period of your energy and energy and effort. What am I doing wrong?" I like the framework of all of the concerns and most of the concerns that are detailed are very particular rather than common. But as I went through the nine concerns that this publication is expected to response, I discovered myself placing them in to two categories; 1 - Those that would use to any project anywhere and 2 - those that would use to any overseas place. Out of the nine concerns I put 3 in the any project classification and 6 in the any place (or country) classification.The area on selecting the place of the facility; - the lesser your functions will be, the better it is to be in the town heart or to have a place so that the normal travel time is less, thus providing an advantages in selecting. Whereas bigger functions can be situated outside the town since bigger functions can manage to financial transport for their personnel to help individuals get to/from perform. This is real in many other overseas places as well. The creation of the assistance group is also appropriate despite of which overseas nation, as is deciding on the best perform to begin with, both of these places are crucial to the achievements of any overseas project, with which I completely acknowledge. Section 5 is devoted to lifestyle. Some of the concerns mentioned can be seen in other overseas places, such as the concerns of providing wage details and advantages. The truth that individuals be a part of organizations for public factors as well as for wage, etc., is also not associated only with Indian. The truth that it is a lifestyle which principles "seniority" to the level that it does is probably more exclusive to Indian than other overseas places, but can be seen somewhat in other overseas places as well. The details of Indian as a "Difficult to say No" lifestyle, is also one of those attributes more exclusive to Indian than other places, but also can be seen somewhat in other overseas places as well.Issues of how parents or guardian organization offers with the overseas organization or the group in Indian, this can be real despite of the overseas place. The conversation is useful since it gives recommendations on how to reduce these concerns. The chapter on People Control, chapter 6, I did not discover exclusive, most of the conversation addressed concerns that one would have to cope with anywhere, so this chapter is most appropriate for the new administrator. Chapter 7 raised something which I believed was a bit interesting for a publication about offshoring and therefore about allocated perform. A scenario was described around what to do to create the performance of perform effective.

Researcher's Comments

It is noticed that the group and the analyze divisions should be co-located together in an open atmosphere in order to assist in interaction; otherwise there could be problems between the two categories. For both Indians and others examining this publication, it is good to keep in mind that many of the essentials which are discussed about; information to look for in lease contracts or what type of lawful records you will need to identify the Indian enterprise, can be predicted to modify in Indian as regulations modify. As in most of the creating nations, regulations modify rapidly; actual records required modify regularly, etc., that is just to be predicted. The publication also represents on what to do to make the performance of work effective.

4.Book Reference -4

1. Name of the book: Doing Business in 21st-Century India: How to Profit Today in Tomorrow's Most Exciting Market
2. Name of the Author: GunjanBagla
3. Name of the publisher: : Business Plus
4. Year of Publication: July 31, 2008

For company, there is an area on promoting to the govt, to Indian companies and the difficulties that an outsider encounters. It notifies you to all types of concerns when doing company in Indian, but no area is finish enough for you to run with it. The writer gives common guidance about the Indian chance and then digs into regional traditions and traditions--what to do and what NOT to do when operating in this wide and different area. The publication is pretty well crafted and definitely well defined. There is guidance on how to set up combined Indian-Foreign projects and how to set up the agreement with respect to power and patents. You'll get a concept of places of issue and where you might need a advisor or further details to create brilliant programs and choices on what to do to further your company in Indian. There is a success of details here, but it is in compacted structure.

Researcher’s Comments

The article is definitely worth considering. There’s a lot of excellent "insider" information offered between the protects of this publication. Bagla visits all information of how to make company perform in Indian, from social traditions to varying bookkeeping techniques. Bagla doesn't spend your time with minor information, but visits everything, gives the necessary information and goes on. The results or section overviews at the end of each section are useful.

5. Book Reference-5

1. Name of the book: The Oxford History of Indian Business
2. Name of the Author: DwijendraTripathi
3. Name of the publisher: Oxford University Press, USA
4. Year of Publication: March 11, 2004

Review

The writer considers the development of joint-stock firms; the new business elite; organization laws; contemporary financial and index charts the course of the Indian organization through the critical first community war interval up to the depressive disorder and the second community war. However, India's developing was entirely in the hands of small merchants. Tripathi preserves that the powerful suppliers found all over Indian revealed no interest in developing. This complete volume provides an understanding of the origins of contemporary organization methods in Indian. Case studies of the leaders of Indian organization included in the study provide ideas into their participation to the development of Indian organization and society. He shows the development of the organization in free Indian and talks about the appearance of public sector; the changing handling structure; technology choices; and the development of organization education. As the English Eastern Indian Company slowly encroached on Indian matters, Indian suppliers usually regarded them as an improvement on the previous situation. It is the first respected history of Indian organization in the contemporary interval that index charts the course of the move of organization from mercantile capitalism to business capitalism. He goes on the detail the results of the imperial crisis; the assault of the business trend and its impact in India; the rise of the handling agency system; and the beginning of business capitalism. This was not because of a social or spiritual aversion to capitalism -- the "Indian spirit" as Weber described it -- but because there was little bonus given the fragmented markets, insufficient transportation facilities, lawlessness and neglect for property rights which recognized Mughal Indian. Indian and Chinese suppliers were the biggest developing financial systems in the 18th century before the Industrial Revolution. The large "merchant princes" moved their services from the troubled Mughal Kingdom to the rising English one, only to find their tasks as intermediaries as the Eastern Indian Company presented currency and financial changes.. The writer starts with a conversation of the back drop in 1700: the interval that formed the strategies and components that define the shapes of Indian organization today. The central theme of the book is the progress of Indian organization from mercantile to business capitalism.

Researcher's Comments

The information will be useful to decipher the contemporary management methods in Indian industry. The publication contains a superb coverage of the available additional literary works on Indian company record. There is an enormous amount to be discovered, about particular firms, business owners and sectors. This publication is not the last word on Indian company record.

However given that each discarded of data is valuable in building the picture of how Indian company progressed. This publication gives an overall understanding of company in Indian.

6.Book Reference- 6

1. Name of the book: A journey into Indian textile tradition THREADS & VOICES
2. Name of the Author: edited by Laila Tyabji
3. Name of the publisher: Marg Publications

Year of Publication: December, 2007

4. Number of pages: 148 pages
5. Price of the book Rs 2500.00/US$ 66.00

Review

The concentrate is on modern parts and exercise, compared with old treasures and customs. The content explain materials and abilities still used by people for themselves, rather than the courtly materials of the past. It is a presentation of the elegance, variety and wide variety of the Indian textile tradition and also the studying procedure that went into the making of both craftspeople and interventionary organizations. In convert this has designed new disputes and difficulties. Ladies who proved helpful to their own tempos and innovative urges now art to music others play. Five of the sections are about females embroiderers, operating in customs that are hundreds of years old, but new to the industry and city way of life. One of the content, on PabiBai, is a going consideration of the rituals of passing of Rabari females who, motivated through their embroidering, have become their own developers and business owners - in the procedure finding their speech and community perspective. The concentrate is the person in regards to the textile - the issue (positive and negative) between individual creativeness and market causes, and how to sensitively combine modern style with tradition.

Most of them no longer embroider for their own use, and public impacts from the outside community have treated their visual and houses. The concentrate has moved from art gallery items and expert styles individuals to embroideries and patterns made in towns these days - as part of both earnings and public exercise. Also evaluated are the sociological and financial causes of the decline of certain customs, such as the shiny, wealthy Phulkaris of the Punjab. Here, art has truly been a switch - for personal development and public and financial change. The book gives glimpses of craftspeople and styles in move with concentrate on modern parts and exercise, compared with old treasures and customs. The public significance to the craftspeople of the elements and styles they use; how styles and products have modified with modifying marketplaces and way of life, how far technological innovation has modified styles and operating conditions; and the issue in art these days between business economics, tradition, style, and creativeness.

Researcher's Comments

Nevertheless, art still preserves its place, discovering new methods and possibilities. In the new century, Indian is set between previous and upcoming, custom and technology; and town that are being superseded by departmental stores. Concerns that appear in these content are the studying process that went into the making of both craftspeople and interventionary agencies; the social significance to the craftspeople of the elements and styles they use; how styles and products have modified with modifying marketplaces and way of life, how far technological innovation has modified styles and working conditions; and the issue in art these days between business economics, custom, style, and creativeness. Strings & Comments delivers glimpses of craftspeople and styles in move.

2.11 WEBSITE REVIEWS

1. Website Reference -1

1. Name of website: **Fibre2fashion.com**
2. Title of website: Changing the color of the Apparel Supply Chain
3. Producer or Author of website:**Fibre2fashion.com**

Review

Reducing the company effect on the planet is a royal goal. So, a happy balance should be developed between the overall objectives, and natural alters. It should consider its overall company objectives and decide how their provide cycle can be changed to accomplish these objectives. There are many ahead considering organizations that come up with innovative solutions which help them to earn more income, and help the planet at the sametime.Many significant manufacturers from all across the planet have significant durability programs.The alters of going in for a eco-friendly provide cycle should also match with the objectives, and financial planning of the organization. An organization should dovetail with its overall objectives and recognize how to move a natural provide cycle to accomplish these objectives. While examining their overall procedures, organizations should look beyond their manufacturer surfaces. A problem provides cycle makes pollution, harmful the everyday living of life on earth. The Pattern of creating a natural provide cycle is getting tremendous popularity now, and companies are concentrating more on enhancing their provide cycle exposure, performance and expenditures. A recent report on maintainable companies states that by the next several years fabric industry will get worse its maintainable techniques in its provide cycle procedures. With increasing attention towards ecological issues, and around the world, customers are now more targeted towards the products they are buying.

Forward considering organizations have already started applying durability in their provide stores. For instance; when an organization chooses to purchase, it should seek providers who have reduced their ecological effect without limiting on their quality. Green outfits provide cycle is an offset umbrella idea, and care has to be taken at various levels of outfits making such as using natural fibers, using alter fibers, application of non-toxic treatments to materials, design and colors concentrating on durability of the clothing, moral work methods, and using ecologically appropriate packaging materials. If the organization desires to use an eco-friendly packaging material which improves the expenditures by 25%, then it goes against the overall purpose of reducing its managing expenditures. The idea of natural provide cycle is to reduce the expenditures, and at the same time helping the planet.

Researcher's Comments

Realizing the possibilities associated with saving the environment will confirm durability as a successful procedure. The key to become maintainable is to create a lifestyle of durability within the company, create sufficient objectives, inform the workers, apply tasks to meet the objectives, examine the provide cycle procedure, and correct diversions if any. Green supply chain execution is a long while investment for a company. It is a key factor of a company in determining the ecological impact, and creating a picture about the brand in the customers mind. Your home provide cycle can spend less for its company by decreasing obsolescence, not having to get rid of dangerous effluents, decreasing the amount of investment property of discarded, and other regulating issues. Today many options are open for businesses to change their provide cycle and make it eco-friendly. Implementing a green provide cycle strategy will confirm vital to spearhead the growth of a company in the lengthy run.

2. Website Reference 2

1. Name of website: **Fibre2fashion.com**
2. Title of website: Benchmarking key result areas of textile industry
3. Producer or Author of website:R. M. Sankar
4. Publication year: 2010

Review

Within the company, the issues are, deficit of skills to guide modify, position aware and cautious to take modify, deficit of effort and effort for quality. Benchmarking a procedure across sectors causes individuals to task some of the presumptions that are aspect of the issue.Various designs of benchmarking were in contrast to the focus on benchmarking, namely, the kinds of benchmarking. Several descriptions were progressed to determine benchmarking and the most often estimated description is the one by Xerox Corporation: Benchmarking is the ongoing procedure of calculating products, services and methods against the competition or those companies acknowledged as market commanders (Fitz-enz, 1993 p.23). Camping, the first writer of a book on benchmarking, regards benchmarking as a detective procedure to search for market best methods that lead to excellent shows (Camp, 1989). Benchmarking in a thesaurus significance pertains as a referrals point from which dimensions may be made or something that works as a conventional. By benchmarking the company procedure across sectors, the companies sometimes accomplish higher outcomes than by adhering to their own market. However, benchmarking is often done between companies that have identical company procedure, but are in different sectors. Given the common issues, the difficulties are, hard for companies to get out of history, old conduct sneaks back, modifying of company as business changes, planning hr for the upcoming modify, getting certified and knowledgeable people. Depending on the above kinds there are several designs of benchmarking that are used in various sectors. The following are the main kinds of benchmarking: As revealed by several companies, undertaking the procedure of Benchmarking requires several issues like, difficulties in acquiring efficient unregistered data, greater propensity to use economical signs or symptoms as when in comparison to non-financial signs or symptoms, difficult to move from understanding to information. Benchmarking is usually done within the same market.

Researcher's comments

For the study, spinning mills were selected for the organized work sector. The achievement were tailor-made for a given work depending on the condition of the work, efficiency, existing techniques and the level of improvements that can be achieved and the standards are developed for the all the three achievement. Thus the model is more powerful.

- The technical achievement link with the functional efficiency of spinning mills

- Economical achievement consist of key financial efficiency signs or symptoms depending on the annual financial efficiency of the generators.
- Managing achievement represents the control techniques across the features of management
- Company procedure achievement consist of core and sub procedure i.e. a set of procedures cutting across functions

In this research the Company procedure improvement technique is used to increase the procedures. There could be many procedures that can be important for a fabric company to increase upon and for benchmarking business metrics; such key procedures will be identified in appointment with the top control.

3. Website Reference- 3

1. Name of website: www.articlealley.com
2. Title of website: **Logo Apparel for Branding Purposes**
3. Producer or Author of website: Sam Ash
4. Publication year: 2010

Review

There are many ways to market your organization, but investing in organization logo outfits is a way to really get your name out into the eyes of the public. In addition, many marketing items providers have devoted account groups that can offer suggestions and help you find items to fit your event.

Logo outfits can offer the perfect solution to increase product identification. Actually, spending your advertising dollars on outfits for the tennis course can be incredibly cost-efficient and effective, as many essential conferences take place on the green. Promotional shoes and hat less difficult are ideal items for younger viewers. Shopping for organization logo outfits online can help you fix this problem; a marketing items website allows you to compare items part by part. Attire your workers in related men's polo shirt, labeled with a organization logo, and opt to give less difficult or natural organic cotton t-shirts to participants as freebies. Or perhaps you are looking for organization logo outfits that can boost product commitment amongst students on a college university. However, there is a wide range of organization logo outfits available, and it can often be challenging to know how to choose items that will fit with your potential viewers or marketing needs. Looking for items for older audiences? There are many different marketing tennis outfits items that are available to be personalized with an organization name and organization logo. Your organization logo produced across various items of clothing will travel everywhere its individual goes. And as a result, everyone with whom the individual comes in contact with will take not of your product. Due to the truth that organization logo outfits is seen by many people, you should pick the right product in order to represent your product in the best light.

Researcher's Comments

The logo outfits comes in a variety of designs. For example, light and portable t-shirts and custom hats with moisture water technology are excellent freebies to keep individuals cool during the hot summer time. It also comes in an array of colors, sizes, and materials too. You will also discover logo outfits in corresponding women's and male's designs, so you can ensure that all individuals look their best while still keeping your team or department looking specific. After all, people like a free t-shirt. And, logo outfits is a perfect way to advertise your brand year-round. Due to their high performance, individuals are likely to keep their logo outfits for several weeks to come. Vests and wool overcoats, on the other hand, are perfect corporate holiday gifts during the cold winter. You will discover less difficult, t-shirts, men's polo clothing, sweat shirts, tops and outwear in different colors, so you can always match your freebies with your organization's logo.

4.Website Reference- 4

1. Name of website: www.stylefeeder.com
2. Title of website: **Selecting the Right Apparel: The Buddha Approach**
3. Producer or Author of website:www.stylefeeder.com
4. Publication year: 2011

Review

- Assessing the Wardrobe: Before preparing for shopping, it is essential to check out the outfit's collection. Otherwise the consumer ends up cash for nothing. Looking at the outfits in the outfits collection will enable an individual to access the available outfits and will help in further preparing.
- Choosing the right form of Fabric: Fabric choice can be little complicated. One should choose the material according to the environment, occasion and the users own framework. A right form of material will boost the look of the individual, whereas a wrong choice works otherwise. Various materials such as tulle, fabric, silk, ribbons,

chiffon, and taffeta are available, which will provide a glowing look to the outfits. Ornamented with pellets, applique, and sequins, the outfits will all the more attractive. The material should be chosen in a way that it enhances with the design of the outfits. A sleek cut attire needs a sleek material with flat working surface, while chiffon or silk would be excellent for an outfit with levels.

- Apparel should supplement with the users physique: Garments should be chosen in a way so as to boost the overall look of the individual. Apparels with darkish colors will provide a weight losing effect as they process light and provides an impression of sleek overall look. Dressed in outfits which has the same color from top to bottom will stretch out the sleek look, but care should be taken to choose only darkish and impartial colors. For females with thin thighs a mid-leg top with a hem that prevents at the shapeliest part of the leg will look excellent.

- Choose the Apparel which has a Right Fit:Everyone is not blessed with a body that goes with all types of design and material. Apparels should have the right fit. Larger outfits will make a individual look bigger, especially if the individual is having a bigger figure. In the same way, firmer outfits will provide a packed in look which will provide a larger and absurd overall look to the individual.
- Right Budget: This in fact is the most important aspect that manipulates the buying choices. An informal attire does not need an elegant sum of cash. A simple can be made to look ravishing with the right mixture of components. Formal attire would need much concern and cash, as it describes the user's character in the place of perform, and other

official get to accumulates. With regards to the form of occupation, the right form of attire should be bought.

- Complementing with the Right Accessories: Accessories are essential to supplement with outfits. It gives a fashionable and fashionable overall look, while harmonizing ones character. A variety of components are available for both men and ladies. Neckties, purses, jewelry, etc. are available for females, while pockets, tie hooks, and anklet wristbands are available for men. Rear foot anklet wristbands will be a matching equipment for a woman. Thin and womanly anklets will provide a complementing look. A right choice of components will enhance an individual with both professional and fashionable look.

Researcher's comments

Getting clothing according to a person's own option, with perfect fit, color, material and design does not happen often. An online investigation is the fastest way to look for these options in town. Purchasing for outdoor jackets in summer season and other apparel used for fall period in summer season and vice versa in the other conditions will help to save quite a bit shopping costs. Salad wearing up is more about feeling great in a person's own skin with the monster outfit of their own option. Outfits should always go with the user's character and design. It is noted that before going to any store, a retail store analysis should be performed to look to suppliers, and suppliers with sales or those that offer reductions and low cost clothing. While purchasing clothing it is more essential to buy out of period outfits. The most essential aspect to be regarded while purchasing clothing is that it makes one feel much better. But, it should be regarded considering involve the clothing as well.

5.Website Reference- 5

1. Name of website: www.stylefeeder.com
2. Title of website: **India's Apparel Retail Market - Current Scenario**
3. Producer or Author of website:Supriya Pal
4. Publication year: Textile Review 2011

Review

The consumer buying patterns and behavior are changing steadily. The infants use store industry section includes sales of apparel for children between the ages 0 to 2 years. The males use section consist of store purchase of outer and under apparel for men and boys. Marketing in Indian is gradually becoming the next boom industry. In the next five decades, it is expected that, India's store industry will expand more than 80%.

The apparel store industry includes the purchase of all males use, women's use and infant's use. The women use retail industry includes the retail purchase of all women's and girls' apparel including dresses, suits and coats, jackets, tops, shirts, skirts, blouses, sweatshirts, sweaters, underwear etc. In Indian, there will be the fastest development in retailing and property.

Researcher's comments

In the next five years, it is expected that, India's store market will expand more than 80%. There are about nine million small grocery shops in Indian. Business in Indian is booming over the years. In Indian, there will be the fastest development in retailing and property. Marketing in Indian is gradually becoming the next boom market. The development of India's store sector not only limited to cities but also increasing in rural places. The Indian economy is increasing by 8% a year. The Indian store market undergoes a major revolutions. The stock market increase by nearly 40% in 2005.Many foreign investors become interested to invest in Indian. The consumer buying patterns and behavior are changing steadily.

6.Website Reference- 6

1. Name of website: www. www.articlealley.com
2. Title of website: **The Three Greatest Barriers to Organizational Change**
3. Producer or Author of website**:** Gayla Hodges
4. Publication year: 2011

Review

The greater the modification a person is requested to create, the more persistent that individual's worry will be. More important, however, there will be worry of failure in the new part. Most organizations are excellent at preparing changes in confirming framework, office location, job obligations, and management framework. Fast business modification is necessary in present-day business atmosphere. No matter how necessary modify seems to higher management, many limitations must be split up if an organized ideal modify is to be applied efficiently. As workers comprehend the reasons for the modification and have an opportunity to "try to modify on for size" they more easily take and support the modification. Ideal communication techniques in circumstances of significant business modify must go to the concept, the method of shipping, time, and the value of information told various parts of the company. While there may be a few organizations whose commanders are dedicated to a perception that it is excellent for everyone to "shake things up" every once in a while, most business modify is performed to achieve key ideal objectives. Many commanders believe that if they tell individuals what they (the leaders) feel they need to know about the modification, then everyone will be on board and ready to move ahead. Timeframes are established, standards are set, move groups are hired, etc. People want to listen to about modify from their immediate manager. Even at perform, individuals create many choices on the foundation thoughts and instinct. A big image statement from the CEO does little to help individuals comprehend and take modify. When the preparing team is too directly described or too targeted on purpose research and crucial thinking, it becomes too easy to forget the truth that the organized modify will impact individuals. Failing to anticipate and way of resulting social modify, however, is also common. A technique of interesting immediate guidance and enabling them to handle the communication process is the key to an effective modify communication technique.. The three biggest limitations to business modify are most often the following. The key to effective modify is in the preparing and the execution. There will be worry of modify. Including workers as soon as possible in the modify attempt, enabling them to create as much of the modification as is possible and realistic is key to an effective modify attempt. In reality, individuals need to comprehend why the modification is being made, but most significantly, how the modify is likely to impact them. When the thoughts of workers are neglected, the result is often deep anger because some unacknowledged taboo or custom has not been properly well known.People have a natural worry of modify. In most ideal business modify, at least some workers will be requested to believe different obligations or focus on different factors of their knowledge or expertise. Organizational index charts are generally improved again and again.

Reviewer's comments

It was noted that there restrictions as described above which are really common as well as likely to create harm in the organization. By planning and getting these three locations thoroughly, effectively, and sensitively, people will be most likely to get on section and help use the change and provide company change far more quickly and supportively.

Website Reference 7

1. Name of website: www.articlealley.com
2. Title of website: **A Study on Employees Motivation in Textile Mills in Coimbatore District**
3. Producer or Author of website**:** G.B. Karthikeyan, Dr.K.P.MalathiShiri and Mr.M.B.Karthikeyan

Review

Success of a company mostly relies on the stage of efficiency of its workers. The stage of the efficiency of a personnel is an operation of his capabilities and inspiration. Motivation is an art of exciting individuals to get the preferred elements done. It is one of the key elements impacting human conduct. Inspirational aspects are the recognized needs of the workers, fulfillment of the workers will promote staff's efficiency and efficiency. The procedure of inspiration may be inner or exterior to the person that arouses passion, and determination to engage in a certain course of action.

Major thoughts which have been found about motivational procedures as they appear in market lie in the following common concepts are:

a) Motivation is psychological and not sensible. It is mainly a psychological procedure and most basic reasons are described with regards to thoughts. Man uses things, individuals, activities, and thoughts as resources in his never-ending search of the way he wants to feel.

b) Motivation is generally a subconscious procedure. Most of us find this difficult or difficult to believe.

c) Motivation is a personal matter. The key to anindividual's conduct can be found within himself. The manager must use verdict to determine why each personal responds the way he does in a given situation.

Not only does encouraging needs change from personal to personal, but in any personal they differ every once in awhile. There is a regularly moving structure of needs within the person. Some one of all the elements he wants is at the top of his list at any given time.

Reviewer's comments

Inspiration is certainly a public process, here individual does not reside in a machine. His activities and his needs are formed from when of beginning by the people around him. Some of this effect comes through the wide common community in which he life, some through the lesser categories. In many our everyday activities we are carefully guided by routines founded by inspirational procedures that were dynamic many years previously.

CHAPTER III

Research Methodology

3.1 Introduction

The exploration configuration likewise gives a degree to making coherent determinations. The outside elements are the providers, clients, and the contenders. Five arrangements of polls have been readied. The concentration of the inquiries is inward and outside components that impact the choice of organizations handle. The examination attempted by the analyst is spellbinding kind of research and the scientist has utilized review strategy for undertaking this exploration. This investigation concentrates on the issues and fathoming procedures inside the domain of fundamental goals of the examination. The examination depends on essential information gathered through a structures survey. The interior elements are manufacturers and wholesalers.

3. 2 Selection of the topic of Research

The readymade garment industry is scattered inside the Pune city and gives a space for investigating and incorporating the database reviewed from different wholesalers, manufacturers and retailers. In Pune readymade garment industry is developing quickly due to the developing populace, new patterns and more prominent request. The readymade garment industry in Pune is demonstrating a blended response regarding rivalry, issues, advertising and business methods. Like different businesses the readymade garment industry is confronting extreme circumstances. This exploration means to investigate the advantages and disadvantages of the readymade garment industry and build up a careful documentation of the garment division in Pune. Pune is otherwise called the Oxford of east, and accordingly roused me to examine my further training. RGI inside little scale is the region of center as lion's share of the populace requests new, most recent and assortment of mold garments at moderate cost not at all like significant garment marks that are expensive and distant to everyday citizens. The RGI's under thought in this examination gone under the classification of little scale industry (SSI). Pune city was particularly picked as it is a developing metro and is all around associated with the outside world. Albeit major RGI's do exist the vast majority of them are multinational organizations or marked trademarks which overlook the readymade garment industry of the little scale. The postulation is an endeavor to the well-ordered comprehension of different viewpoints identified with readymade Garment Industry in Pune. The postulation takes a gander at the readymade garment industry all in all unit inside the framework. In spite of the fact that the inquiry may emerge why Pune city is decided for such research, the appropriate response lies in many reasons like its new cosmopolitan culture, its network to other significant urban communities via air, rail and street and real business focuses. This exploration intends to contribute for the readymade garment segment in Pune. The scientist was elated, on the grounds that it was an incredible open door for me to consider this industry.

The researcher selected the topic for following reasons:

a. Pune is a city with large cosmopolitan population creating major demand for garments.
b. It is important to understand the scope of Pune city with respect to the ready- made garment manufacturing as compared to neighboring metros.
c. The large numbers of ready-made garment manufacturers in Pune city are known to control their business traditionally; the changing trend of business administration are subject to research.
d. The ready-made garment industry is just not local for Pune region; most manufactures are now focusing on exports; thus adding more administrative systems in business development.

3. 3 Type of Research

This is a descriptive sort of research only. In this examination review strategy was executed in order to comprehend different realities identified with Manufacturers, Distributors, Retailers and Customers regarding Readymade Garment Industry in Pune. Stratified testing is a strategy for likelihood examining to such an extent that sub-populaces inside a general populace are recognized and incorporated into the specimen chosen. Reviews give imperative data to a wide range of research fields, e.g., showcasing research, brain science, wellbeing experts and human science. Surveys about general sentiment, for example, political convictions, are accounted for in the news media in popular governments. A review may concentrate on various subjects, for example, inclinations (e.g., for a presidential hopeful), conduct (smoking and drinking conduct), or genuine data (e.g., wage), contingent upon its motivation. Study tests can be comprehensively isolated into two sorts: likelihood tests and non-likelihood tests. Different reviews are utilized for logical purposes. Study technique is the field that reviews studies, that is, the example of people from a populace with a view towards making factual surmising about the populace utilizing the specimen. Since study explore is constantly in view of an example of the populace, the accomplishment of the exploration is subject to the representativeness of the number of inhabitants in concern (see additionally testing (measurements) and study examining.

An open-finished inquiry requests that the respondent figure his own answer, though a shut finished inquiry has the respondent pick an answer from a given number of choices. The reaction choices for a shut finished inquiry ought to be thorough and totally unrelated. There are a few methods for controlling a study. For the most part, a review comprises of various inquiries that the respondent needs to reply in a set configuration. A qualification is made between open-finished and shut finished inquiries. The decision between organization modes is impacted by a few elements, including 1) costs, 2) scope of the objective populace, 3) adaptability of making inquiries, 4) respondents' eagerness to take an interest and 5) reaction exactness. Diverse techniques make mode impacts that change how respondents reply, and distinctive strategies have diverse focal points. Four types of response scales for closed-ended questions are distinguished as follows:

If legitimate strategy is utilized under the overview the outcomes acquired will speak to the populace satisfactorily.

As couple of units are to be analyzed the overview work requires less cash. As couple of units are to be inspected the overview work requires less time. No other strategy for perception can give this general capacity. The study had the accompanying focal points: As in test think about couple of units are to be analyzed point by point investigation of the study should be possible. In example study couple of people are required for the overview work so specialists can be selected for the review. Consequently thusly test study spares time. In such cases the populace review is unrealistic. In this way along these lines test study spares loads of cash. They can be directed from remote areas utilizing mail, email or phone. Reviews are moderately cheap (particularly self-regulated studies). This will build the unwavering quality of the review comes about. Consequently, extensive examples are attainable, making the outcomes factually huge notwithstanding while investigating numerous factors. Surveys are helpful in depicting the qualities of a vast populace. An expansive zone can be canvassed under review in the accessible time and cash.

3. 4 Jurisdiction of the research

The researcher has selected Pune city as jurisdiction of her research due to the following causes:

a. Pune is geographically located close to Mumbai; giving scope for connectivity for business in garment industry.
b. Pune has a cosmopolitan culture creating demand for readymade garments.
c. Pune city has a good infrastructure that supports manufacturing, wholesale and retail of readymade garments.

3.5 Period of Research

The explanation behind 10 years of research review was particularly because of the expanding interest for Readymade Garment Industry inside the Pune district and furthermore because of Liberalization, Globalization and privatization of the general public. Subsequently it can be seen that the overview is assumed control over some undefined time frame as even the territorial market is additionally thought about. The review taken for investigate is profoundly impacted by the changing patterns in the checked, ageless developing patterns, celebration seasons, fabricating process and the request and supply of crude materials.

Thus a seasonal survey was undertaken which is shown in the following tables;

Garment types	**Seasonal (summer/autumn/ winter**	**Social festivals)**	**Market**	**Fashion trends**
For Children	fair enough	fair enough	fair enough	Not much
For teenagers	fair enough	fair enough	fair enough	Very much

For ladies	fair enough	fair enough	fair enough, highly selective	Very much
For gents	fair enough	fair enough	Yes; moderate	moderate

Table 1.Seasonal Survey

The following table reflects the changing fashion retail seasons in India:

Sub-season	**Period**
Early spring	January/ February
Spring	February/March
Summer	April/May
Rainy season	June/July/August
Autumn	September/ October
Winter	November/December

Table 2 changing fashion retail seasons

3.6 Importance of Research and its scope

The research has, likewise, given a knowledge into the changing patterns of the authoritative practices and its impact on the economy at territorial, state and national level. The significance of Pune city as for the readymade garment industry has constantly taken a secondary lounge when contrasted with the real business focus like Mumbai and Surrat which are notable comprehensively for the modern development and market of material and readymade garments. As the examination concentrates on the managerial practices and the issues confronted by the garment manufacturers and retailers in Pune, it will help in presenting these issues to government, subsidizing and enlisting organizations.

The present research will absolutely give contributions of the developing business sector of readymade garment industry in Pune and its organization. The exploration will help different manufacturers and retailers and organizations to interface with each other in a productive way. Over all the exploration gives a reasonable thought of the present position/development of the 'Instant Garment industry' inside the Pune locale in connection to fares and assembling. The data arranged will be valuable for refreshing statistical surveying of the garment business. Aside from the market the study is helpful in understanding the contemporary administrative flow everywhere; to be specific the maker, distributer, retailer and their cooperation with the request and supply weights made by the shoppers and crude material providers.

3.7 Objectives

The readymade garment industry is a growing industry in Pune having both small and big players. The present research focuses on the small scale garment industry with special attention given to the wholesalers/manufacturers and retailers within Pune, taking into consideration the following Objectives:

1. To enlist the marketing problems in readymade garment industry and to offer suggestions for further improvement.
2. To investigate the administrative practices involved in the overall business process.
3. To study the problem faced by manufacturers, distributers, wholesalers, traders and retailers in distribution of their products and different marketing strategies.
4. To study sales promotion technique and study various service provided by retailers to their customers.

3.8 Hypothesis

Hypothesis of this particular research is a follows:

“The readymade garment industry in Pune is performing well in spite of many problems such as growing demand and supply, administration as well as changing trends of the Industry.”

Organization of RGI will be reliant more on the changing patterns of mold industry. With appropriate measures, the readymade garment industry execution can be enhanced and its commitment towards the nations readymade garment generation can be expanded. There will be a developing pattern in the RGI area sooner rather than later; these perceptions depend on the insights thinks about. Pune has a developing metro and can contribute to a great extent in assembling the readymade garments.

Hypotheses of this particular research are as follows:

1. There is a need to have effective administrative system in Readymade Garment industry.

2. The existing system of administration of Readymade Garment Industry has many limitations which need to be properly resolved, which can improve marketing success of readymade garment industry.

3. The distributors and wholesalers can be eliminated from the channel of distribution in the readymade garment business in Pune city

4. Readymade garment business is facing difficulties due to shopping mall culture in Pune city.

3.9 Sample size

When managing individuals, it can be characterized as an arrangement of respondents (people) chosen from a bigger populace with the end goal of an overview. When all is said in done, example measure relies upon the idea of the examination to be played out, the coveted exactness of the evaluations one wishes to accomplish, the kind and number of correlations that will be made, the quantity of factors that must be analyzed at the same time and how heterogeneous a universe is tested.

The topic of how extensive a specimen ought to be is a troublesome one. More specialized contemplations recommend that the required example measure is a component of the exactness of the evaluations one wishes to accomplish, the changeability or difference, one hopes to discover in the populace and the factual level of certainty one wishes to utilize. With settled assets which is dependably the case, you can ponder one particular wonder inside and out with a littler specimen measure or a greater example estimate when looking for broadness. There are around 500 readymade garment shops (dealers and retailers), 120 garment manufacturers, 100 distributers and wholesalers in Pune city. For instance, if the key examination of a randomized trial comprises of registering midpoints for trial and controls in a venture and looking at contrasts, at that point a specimen under 100 may be satisfactory, expecting that other measurable suppositions hold. It will rely upon what you need to know, the reason for the request, what is in question, what will be valuable, what will have validity and what should be possible with accessible time and assets. A populace is a gathering of people, articles, or things from which tests are taken for estimation for instance a populace of wholesalers, manufacturers or providers.

Choosing an example measure for subjective request can be significantly more troublesome than quantitative on the grounds that there are no distinct principles to be taken after. A specimen is a limited piece of a measurable populace whose properties are concentrated to pick up data about the entire (Webster, 1985). In deliberate testing, the specimen ought to be judged on the premise of the reason and method of reasoning for each investigation and the inspecting technique used to accomplish the examinations reason. At the point when inquire about expenses are settled, a helpful general guideline is to spent around one portion of the aggregate sum for information gathering and the other half for information investigation. The proposed research will use around 55 (readymade garment manufacturers), 40 (retailers), 40 (wholesalers) as testing of each to make a detail contemplate. For instance, the accessible subsidizing may pre specify the specimen estimate. This imperative impacts the example estimate and in addition tests outline and information accumulation techniques. Test size can be dictated by different limitations. The legitimacy, care, and bits of knowledge produced from subjective request have more to do with the data abundance of the cases chose and the observational/diagnostic abilities of the analyst than with test measure. In non-trial examine, regularly, pertinent factors must be controlled measurably on the grounds that gatherings vary by components other than shot.

The following factors are given due consideration with respect to the aspect sample size of the proposed research;

3.9.1 The interviewer's effect

No two questioners are similar and a similar individual may give distinctive responses to various questioners. In the event that you ask such a man their age in years, it is less demanding for the individual just to deceive you by finished expressing their age by at least one years than it is whether you asked which year they were conceived since it will require a touch of speedy number juggling to give a false date and a date of birth will be more exact. The way in which an inquiry is detailed can likewise bring about erroneous reactions. People have a tendency to give false responses to specific inquiries. For instance, a few people need to feel more youthful or more established for reasons unknown known to themselves.

3.9.2 The respondent effect

To choose which one was correct, at whatever point conceivable I could prudently confirm with a more established child or girl. Respondents may likewise give off base responses to inspire the questioner. This sort of blunder is the most hard to keep since it comes about because of out and out double dealing with respect to the respondent. Much of the time, the men tended to lie by saying misrepresented figures. Acknowledge that specific mental elements incite mistaken reactions and extraordinary care must be taken to outline an investigation that limits their impact. A case of this is the thing that I saw in my current examination in which I was asking fabricates what amount was their yearly turnover.

Source of data: Primary and Secondary data as follows;

3.10 The primary data

With this fundamental data, the rundown was gathered into zones in light of the topographical area of the outlets. Once these zones were found, a system was created to accumulate data on different parts of manufacturers/wholesalers and retailers. Quantitative essential information was gathered by methods for overview and visits to different RGI's in Pune, while subjective essential information was gathered from surveys and meet. This was partitioned into two gatherings essentially the focal business region of Pune where the vast majority of the exchange focuses exist, trailed by the edge areas similarly imperative for the readymade garment industry. This aided in enrolling the potential wellspring of data. This was named as the essential information.

So as to concentrate on the investigation range, at first the data of manufacturers and retailers spread inside different pockets of the city were recorded utilizing different data sources, for example, the web, business repository, and nearby magazines. Essential information incorporates data gathered or produced by the analyst with the end goal of the venture she is taking a shot at. For this examination, arbitrary testing strategy was utilized for gathering information.

The questioners were designed in such a manner that would focus on various aspects such as:

- The type of business
- The type of product
- Product types
- The supply chain
- The human resource
- The turnover
- The warehouse
- The problems internal and external
- The promotion activities
- The budget and finances

The data of manufacturers and retailers spread inside different pockets of the city was gathered utilizing different data sources, for example, the web, business repository and neighborhood magazines. This was partitioned into two gatherings fundamentally the focal business territory of Pune where a large portion of the exchange focuses exist, trailed by the edge areas similarly imperative for the readymade garment industry. More than forty inquiries were requested that so as gather the required information. This aided in enrolling the potential wellspring of data. The data gathered from 50 units and couple of retailers in Pune. These inquiries secured practically every perspective identified with assembling, purchasing, offering and brand advancement. With this essential data the rundown was assembled into zones in light of the topographical area of the outlets. Organized surveys arranged for fabricates and in addition whole-seller. This data was efficiently accumulated by cooperating with either the proprietors or administrators of the firm identified with the garment business.

The sources of primary data were as follows;

a) **Questionnaire method:** An organized survey was drafted with the end goal of getting significant data fundamental for the examination. Open-finished inquiries, numerous decision inquiries, and close-finished inquiries were utilized to gather the required data.

Researcher had prepared 4 different questioners for the following respondent;

1. Questionnaire for retailers
2. Questionnaire for whole-sellers / distributers
3. Questionnaire for manufacturers

A sample of the questioners is attached in the Annexure of this dissertation.

b) **Survey method and visits:** individual correspondence with the garment manufacturers helped in better comprehension of the issue. The review was taken by finding different little scale readymade garment businesses inside the Pune city. This included rehashed visits for almost eleven months to the enrolled manufacturers, wholesalers and retailers of the readymade garment businesses. This aided in understanding the real working procedure.

c) **Personal interview:** Interview is useful in understanding the nature and depth of the issue. It is also one of the most important tools for collecting primary data. Interview was taken with the garment manufacturers, suppliers and wholesalers located in and around the Pune city. Advantage of such interview is to so as to get an idea about the current scenario of the readymade garment industries in Pune. The researcher has selected personal interview as the main source of primary data. The researcher had personally interviewed 150 retailers out of 500 retailers. 50 wholesalers out of 100 were selected. Researcher had interviews with 75 garment sectors.

d) **Personal Visit and Observations:** Perceptions were made on the essential foundation. The analyst has likewise utilized attentive strategies for gathering essential information techniques for gathering essential information from various respondents for this by and by went by different shops and retailers including wholesalers and distributers. Production lines of manufacturers were additionally gone by.

3.11 The Secondary data

Aside from the essential assets the scientist had additionally experienced the writing relating to inquire about papers books and articles. Auxiliary information helped the analyst in the better comprehension of the issue. The wellspring of the auxiliary information gathered by the researchers is specified beneath:

3.11.1 Annual Report of the Ministry of Textiles

The Ministry screens the techno-monetary status of the business and gives the essential approach structure to modernization and restoration. The Ministry facilitates the exercises of Textiles Research Associations and loans budgetary help to them for undertaking research and advancement. The formative exercises of the Ministry are situated towards making sufficient amounts of crude material accessible to all areas of the material business and expanding the creation of textures at sensible costs from the sorted out and decentralized segments of the business. The Ministry of Textiles is in charge of arrangement detailing, arranging, improvement send out advancement and exchange direction in regard of the material division. Unique accentuation is given to the improvement of handlooms in perspective of its substantial business potential. This report incorporates points of interest of different arrangement, overview and current status of the material business in India. This incorporated all common and synthetic cellulosic filaments that go into the making of textiles, clothing and crafted works. Towards this goal, the Ministry sets down rules for an arranged and amicable development of different divisions of the business. It likewise incorporates a record of current status of material industry on the loose.

The principal functional areas of the Ministry cover the following:-

a) Textile Policy & Coordination
b) Man-made Fiber/ Filament Yarn Industry
c) Cotton Textile Industry
d) Jute Industry
e) Silk and Silk Textile Industry
f) Export Promotion
g) Planning & Economic Analysis
h) Integrated Finance Matters
i) Information Technology

3.11.2 Various books, Journals and Articles

Covering credible articles by prominent scholars, the diary effectively figures out how to secure the correct information which is later offered to the pursuers. Consistently, it conveys broad data on new items, rising innovations on these portions. Innovation and Trade Information is the very spine of The Indian Textile Journal. Extinctive writing is discovered relating to different parts of readymade garment industry in India on the loose. This additionally incorporates insightful articles which are completely archived. Aside from a significant endorser base, the magazine appropriately can brag of a gigantic supplement of readership cutting over the different fragments of the material business. The segments that it covers incorporate Spinning, Weaving, Processing, Dyeing Finishing, Knitting, and Garments.

For instance; The Indian Textile Journal is a month to month distributed diary concentrates essentially on Indian material and the shifted complexities of the business, for example, weaving, handling, sewing, garmenting to give some examples. Such data was valuable in doing a writing study. It conveys legitimate articles on different subjects identified with these sections from prominent writers from establishments and furthermore from the business specialists. It is additionally subscribed by the material ventures from some neighboring nations.

The Indian Textile Journal, evaluated as India's driving material month to month, has been serving the material and material related industry since 1890. There are a few reference books and articles referred to amid the research.

3.11.3 The CMAI Journals and Documents

Among CMAI's real accomplishment for the business is its gigantic commitment and lead part in the formation of the Apparel Export Promotion Council (AEPC) path in 1978. The Association goes about as an impetus for progress in the business by cooperating with the Government on issues of approaches that affect the eventual fate of clothing industry. For the Export Sector are vital among such issues. It has an enrollment base of more than twenty thousand organizations, including Readymade Garment Manufacturers, Exporters, Retailers and Ancillary Industry. These fair like various taxes have today not just turn into an essential yearly exchange occasions for the Indian Apparel Industry's household showcase, yet have significantly added to the quick development of the general market measure. The Clothing Manufacturers Association of India (CMAI) is the pioneer and most illustrative Association of the Indian attire industry for more than four decades.

3.11.4 Visit to different organizations and collecting information

Correlation helps in finding the shortcomings, qualities, and regions where endeavors should be endless supply, of quantitative auxiliary information helped in better comprehension of the sure past exhibitions, which at last achieved certain conclusions. Rates made examinations of focused information simpler. Investigation of quantitative optional information is finished with the assistance of rates, normal and graphical introduction. Different associations and readymade garment fabricating units were gone by the data/information gathered were organized, investigated and deciphered.

3.12 Statistical Analysis of Information

The researcher has utilized the accompanying techniques for making point of interest investigation of the information gathered;

1. Presentation of grouped information by utilizing strategies like standard deviation, normal and range.

2. For testing speculation chi-square test will be utilized by utilizing ANOVA (investigation and variety table):

A chi-squared test, additionally alluded to as chi-square test or $\chi 2$ test, is any measurable theory test in which the inspecting conveyance of the test measurement is a chi-squared dissemination when the invalid speculation is valid. A chi-squared dispersion as nearly as sought by making the example estimate sufficiently extensive.

3. Classified information and examination will be introduced utilizing pie outlines and bar graphs.

A bar outline or structured presentation is a graph with rectangular bars with lengths relative to the qualities that they speak to. The bars can be plotted vertically or on a level plane.

4. Bar graphs are utilized for stamping clear information which has discrete esteems. A few cases of irregular information incorporate 'shoe size' or 'eye shading', for which a bar diagram is proper. Conversely, a few cases of consistent information would be "tallness" or 'weight'. A bar outline is exceptionally valuable for recording certain data whether it is ceaseless or not nonstop information. Bar outlines likewise look a considerable measure like a histogram.

5. The pie outline is maybe the most generally utilized factual graph in the business world and the broad communications. A pie outline (or a circle diagram) is a round graph separated into parts, delineating extent. Pie diagrams can be a viable method for showing data at times, specifically if the plan is to contrast the span of a cut and the entire pie, instead of looking at the cuts among them.

6. Percentages are utilized as a part of this research to assess the database. In arithmetic, a rate is a method for communicating a number, particularly a proportion, as a small amount of 100. The word is gotten from the Latin per centum signifying "by the hundred".

3.13 Limitation of the study

The research indicates the following limitations

1. The study is very much subjected to only one city (i.e. Pune); thus not comparative.
2. The study covers a span of over 10 year of readymade garment industry in Pune
3. The research is majorly based on the primary data collected by the researcher; there is no direct reference to previous such work conducted in Pune city.

Chapter IV

Statistical Analysis of Data and Testing of Hypothesis

4.1 Data Presentation

The data presented in the research is in the form of graphs and chi-square test using percentages. The data used for analysis comes from the survey of several questions documented and collected. The data is classified into groups and subgroups depending upon the type of research problem under investigation. The data is basically classified into four groups namely; manufactures, wholesalers, retailers and distributers related to the readymade garment industry in Pune.

4.2 Data source of present study

The source of data is collected from the survey taken on manufacturers, wholesalers, retailers and distributors of the readymade garment industry in Pune. The data is indicative of the exact situation of the research problem under consideration. The data generated is grouped and then analyzed for generating hypothesis and understanding.

4.3 Method used for statistical study

The method used for statistical study is broadly based on frequency counts, percentages, and average and chi-square analysis. Pie charts and bar graphs are extensively used in the research. The total number used in the analysis depends on the category of observations made on manufacturers, wholesalers, retailers and distributers related to the readymade garment industry in Pune.

4.4 Statistical analysis and interpretation of data

The statistical analysis is represented in the form of graphs and chi-square analysis for all the four areas related to manufacturers, wholesalers, retailers and distributers related to the readymade garment industry in Pune. The interpretation is explained following each graph and problem under investigation. Refined interpretation is made using chi-square analysis.

4.5 Application of Chi-Square test

A chi-squared test, also referred to as chi-square test or χ^2 test, is a statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is *asymptotically* true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough. Such test is applied in relation to various problems under consideration. The Null Test Hypothesis (H_0) is considered in each analysis.

4.6 Statistical Observations: Manufacturers

Observations were made on the following parameters based on the questioners. Specific questions were analyzed so as to investigate the statistical data. Manufacturers are a major part of the survey for understanding the trends and conditions of readymade garment sector in Pune region. The following observations were made on 55 manufacturers in the survey:

1. Form of Ownership

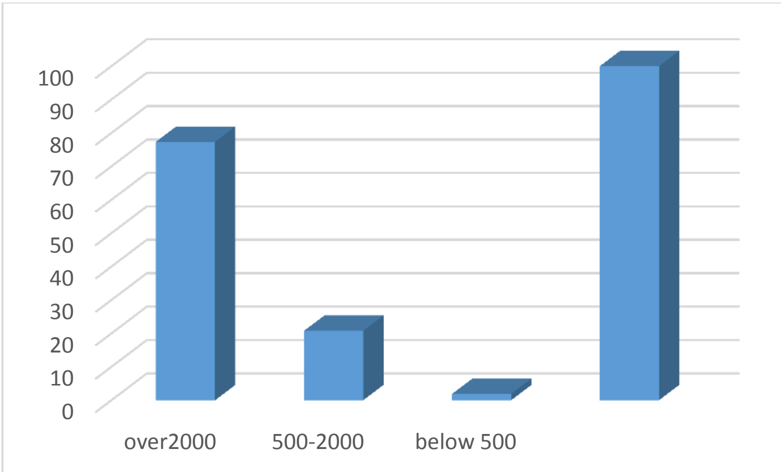


fig.4 Ownership

Observations: Most of the manufacturers were found to be proprietors of the garment business (66.03%). Few manufacturers preferred Partnership business (32.09%). There was hardly any manufactures who had established a Pvt. Ltd. company (1.88%). There were none into Public limited company.

2. Number of years in Business

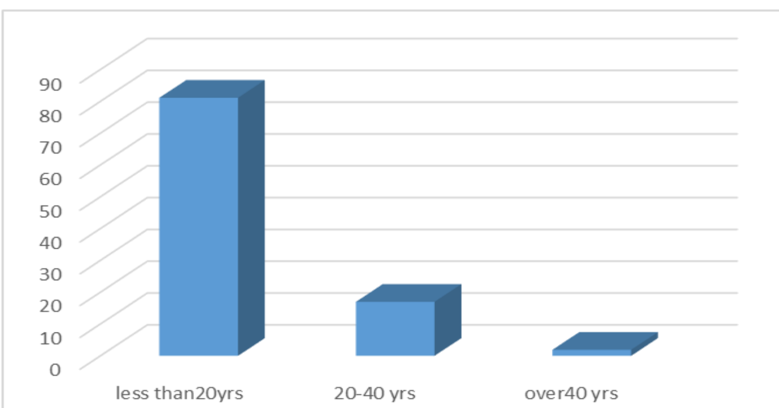


Fig 5. Years in Business

Observations: it was noted that most manufacturers were in business for less than 20 years (81.13%) followed by a second segment of 20-40 years in business (16.98%). As the readymade garment sector is fairly new, manufactures in business with over 40 years was very minimal 1.89% respectively.

3. Motives

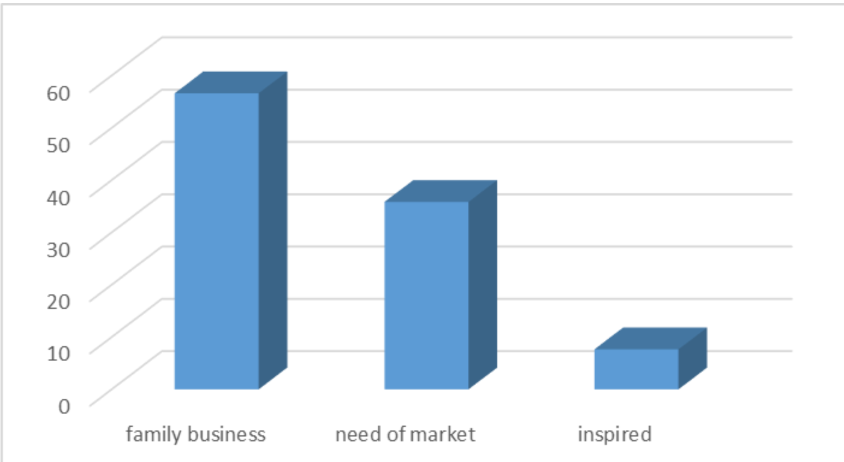


Fig.6 Motives

Observations: Four different motives were observes with respect to manufacturers in business of readymade garments. Firstly most of them were in family business (56.60%). It was also observed that some were in business because of the need of market (35.84%). There were very few manufacturers in business because they were inspired by someone (7.56%).

4. Existing Status

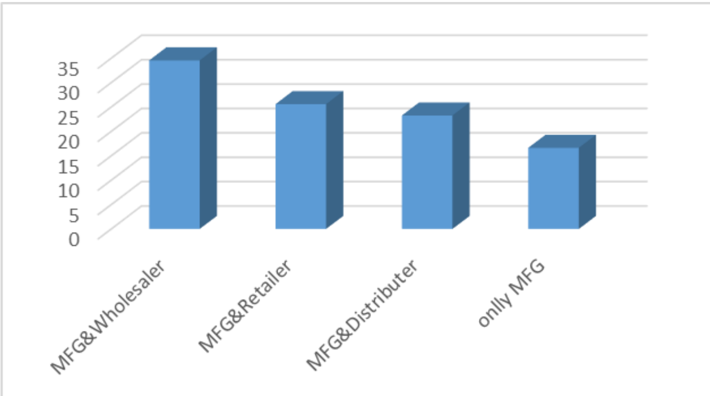


Fig.7 Existing Status

Observations: Most manufactures were found to be having a combination of business status. It was observed that about 34.55% were into manufacturing as well as whole selling. Following was a second combination of manufacturing as well a retailing (25.58%). A third combination observed was manufacturing as well as distributorship (23.25%). Few who followed only the manufacturing business were 16.62%.

5. Formal registration for brand

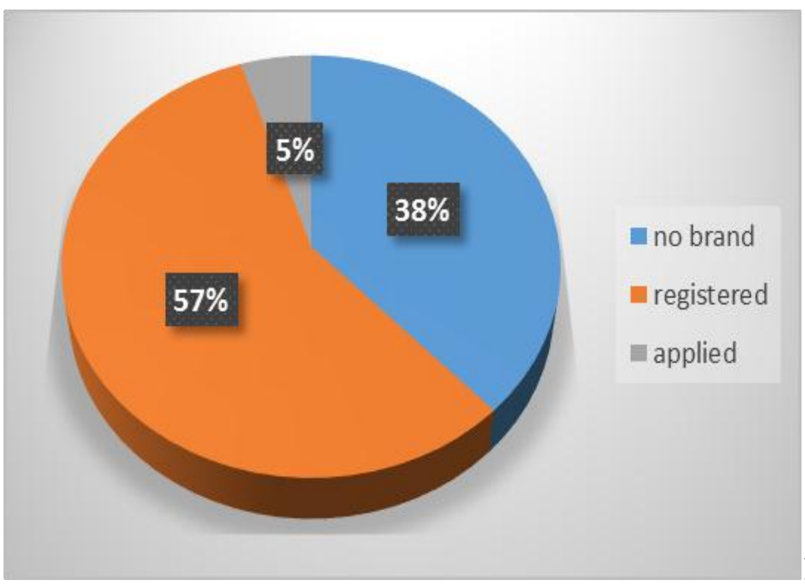


Fig 8 registration

Observation: It was observed that most manufacturers preferred to have their brand registered (57%). About 38% had no brands while 5% of manufacturers had applied for their branding.

6. Factors for forecasting production policy

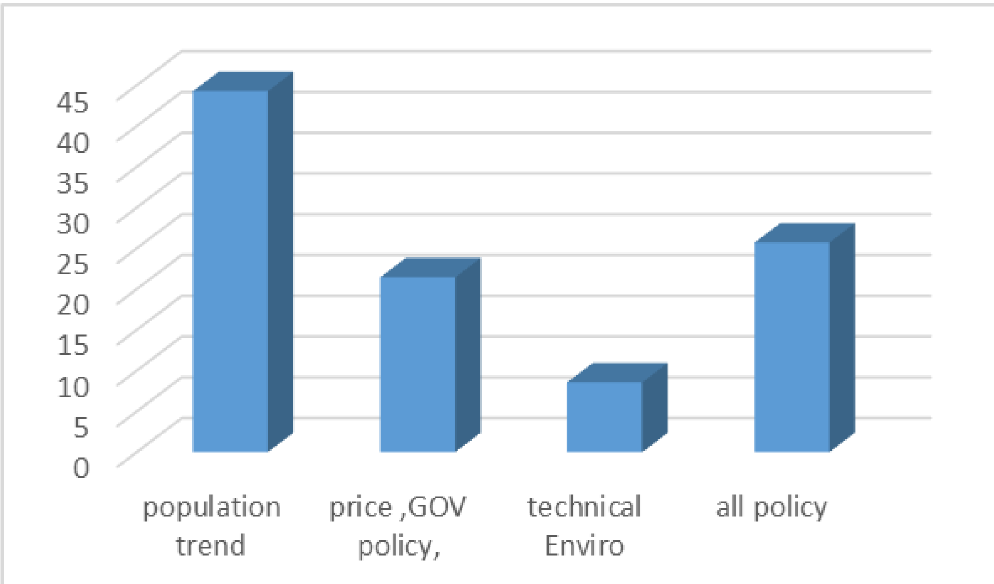


Fig.9 Forecasting Production Policy

Observations: Every manufacturer had followed a forecasting policy for production based on several factors. Population trend was a major factor preferred in forecasting of manufacturing (44.28%). Forecasting on the basis of price level, technical environment and government policy observed was 21.44% to 8.57% respectively. There were many manufacturers who preferred to have all the forecasting policies (25.71%).

7. Technical classification of departments

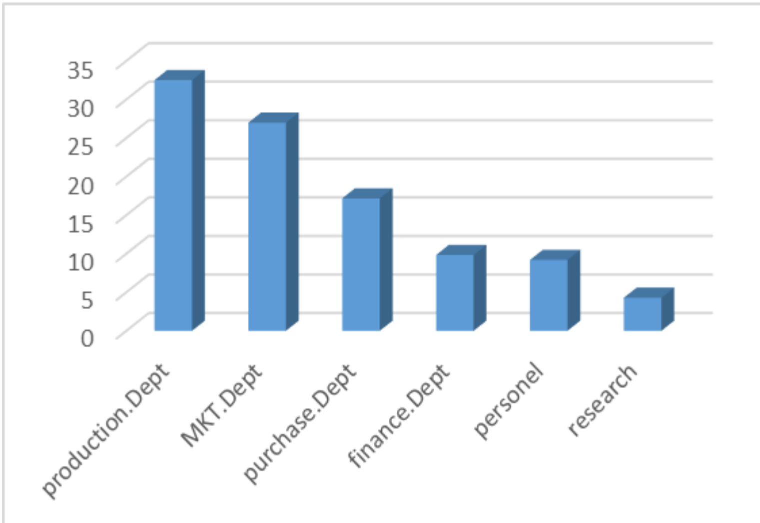


Fig 10

Observations: On the administrative front manufacturers preferred to classify their departments. Here it was observed that 32.51% preferred to have a production department; followed by 26.99% having marketing departments. Purchase department was preferred by about 17.17% of manufacturers. The other departments preferred were finance, personnel and research with a percentage of 9.84% to 4.29%.

8. Types of garments

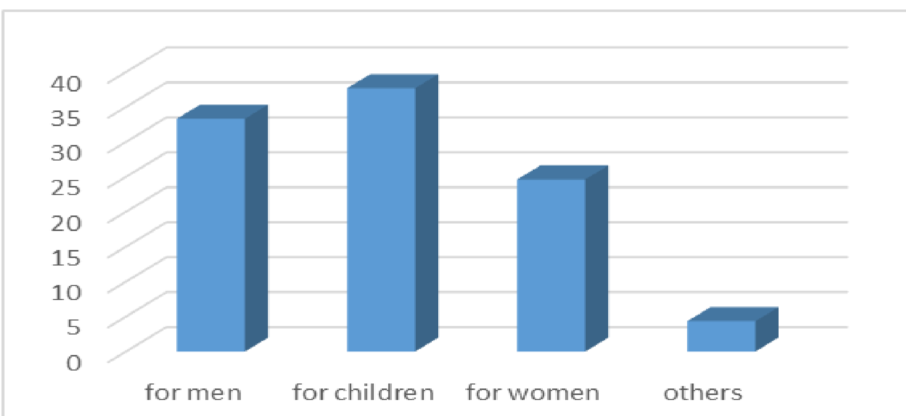


Fig 11

Observations: It was observed that 37.69% of manufacturers preferred to manufacture children garments followed by men garments (33.33%) and woman garments 24.63%. In the other category of garment types 4.35% was observed.

9. Output in a month

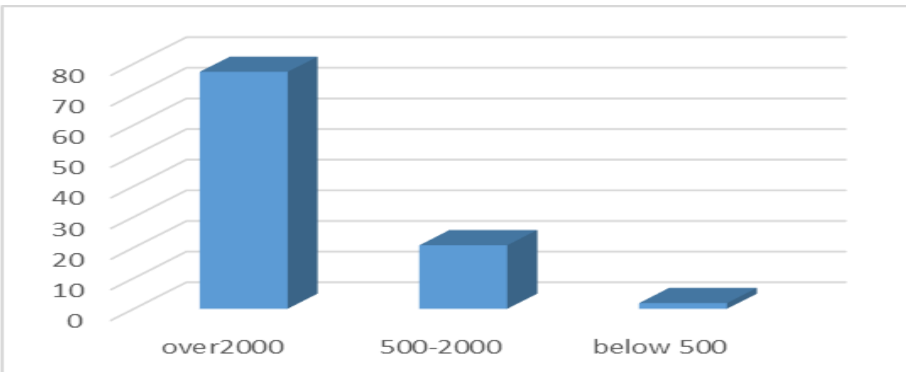
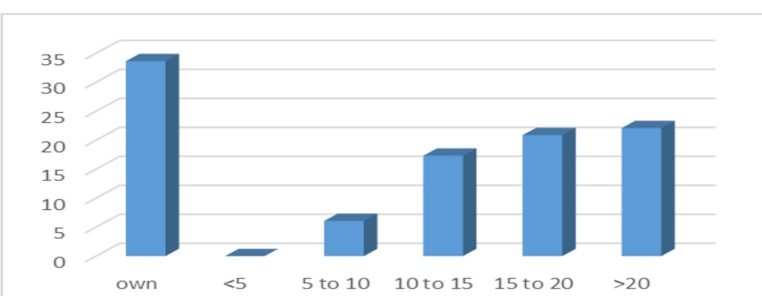


Fig.12

Observations: It was observed that most manufacturers of readymade garment in Pune preferred to have an output of over 2000 garments (77.35%). Following such large output other manufacturers preferred to have an output ranging from less than 500 garments to 2000 garments respectively (20.77 to 1.88%)

10. No. of employees in production department



Fi.13

Observations: Most of the manufacturers preferred to work on their own in the production department (33.63%). However the employees in production ranged from greater than 20 to less than 5 were between 22.09 to 5.81%.

11. No. of employees in office and administration department

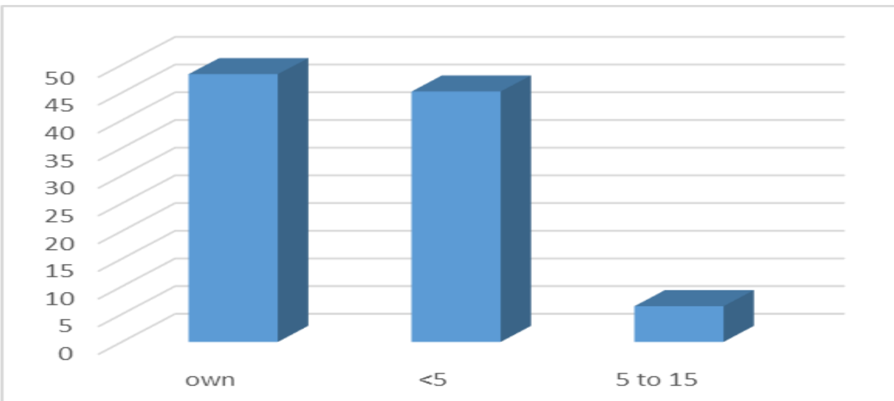


Fig 14

Observations: In case of administrative policy of the employees it was noted that 48.38% of manufacturers preferred to run their office on their own. Most of the manufacturers were observed to have a very small administrative office of less than 5 employees (45.21%). Having employees between 15 to 5 employees was about 6.45%.

12. No. of employees in Finance department

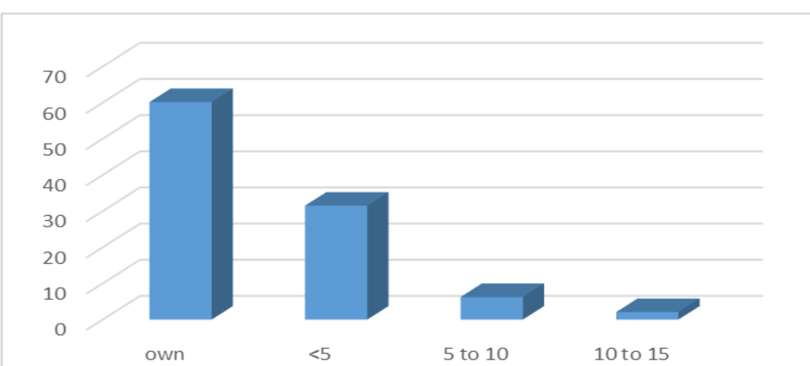


Fig15

Observations: Even in case of finance department it was observed that the manufacturers preferred to look into the matter on their own (60.16%). The number of employees preferred in finance by most ranges between1 to15 respectively (2.08% to 31.51%).

13. No. of Employees in Sales and Marketing Department

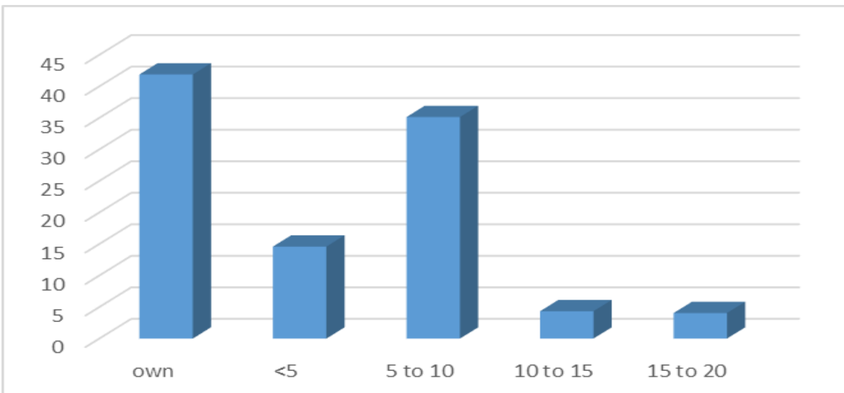


Fig16

Observations: In case of employees in sales and marketing departments it was noted that most manufacturer preferred to look into the matter on their own (41.89%). There was one segment who preferred to have 5-10 staff was about 35.13%. The minimum employees preferred in sales and marketing were 4.05%.

14. No. of Employees in other Departments

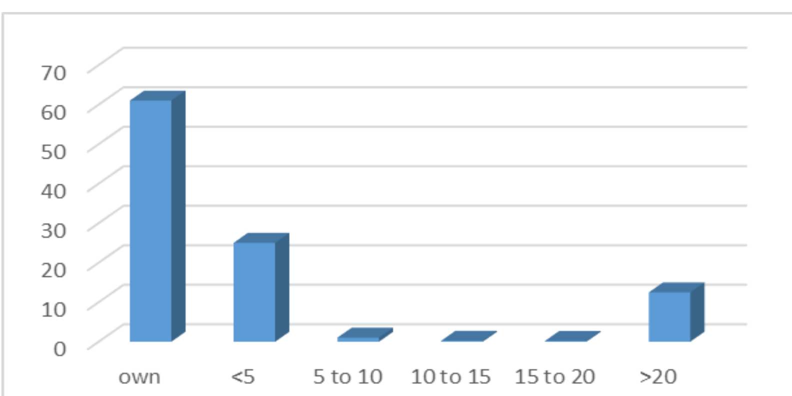


Fig 17

Observations: It was observed that even in most other departments 61.01% of work was managed by the manufacturers by themselves. Very few manufacturers preferred to have employees of other departments ranging from 25% to 12.5%.

15. Job inspection

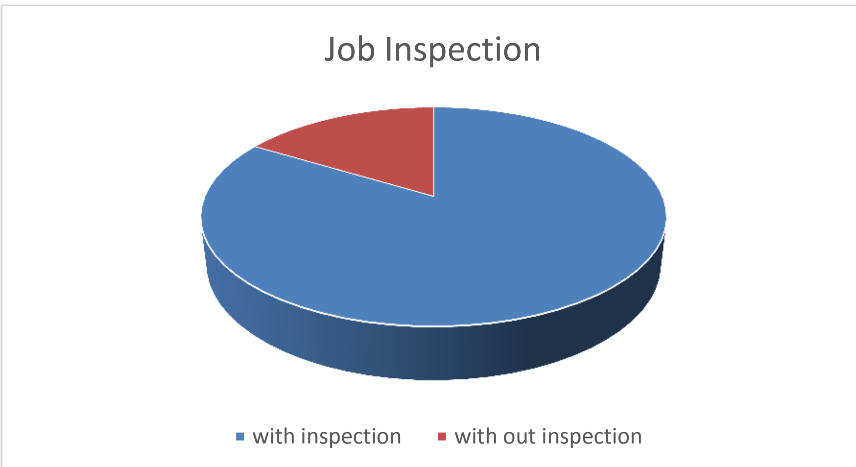


Fig 18

Observations: In case of manufacturers it was observed that 46 of them preferred to inspect their manufactured jobs. While exceptionally there was only few who did not prefer inspection.

16. Plan for production schedule

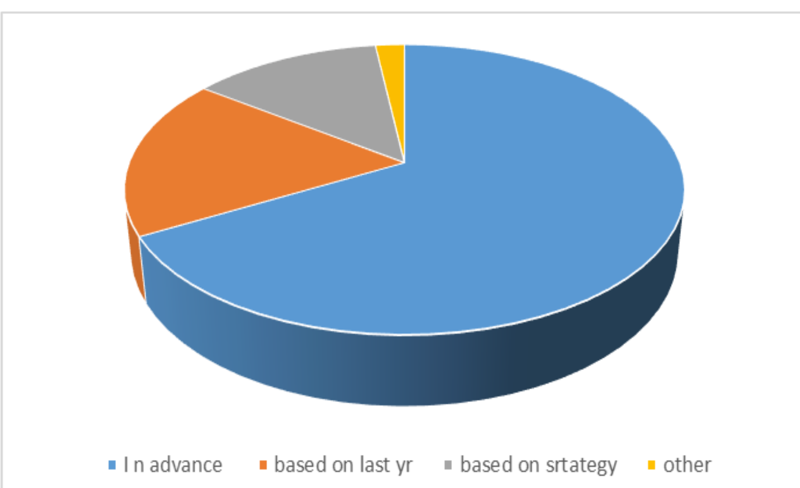


Fig.19

Observations: Here it was observed that about 67% of manufacturers preferred to have a plan for their production schedule in advance. About 18% preferred to have a production schedule based upon last year's sales. 13% of manufacturers preferred to plan a production schedule based on owner's strategy. Very small segment of manufacturers 2% preferred other options for plan of production schedule.

17. Job work as clients' requirement

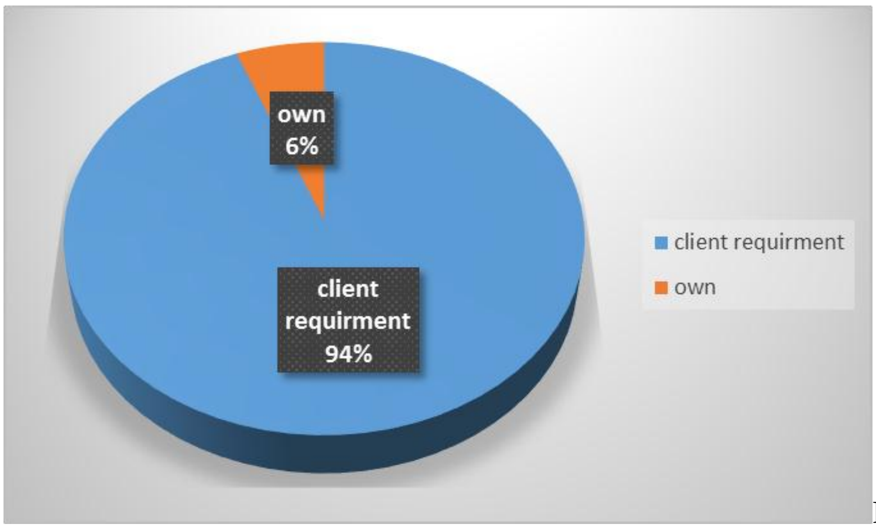


Fig.20

Observations: Most manufactures (94%) preferred to do their job as per the clients' requirement while only 6% of manufacturers did a job on their own.

18. Designing Collections/year

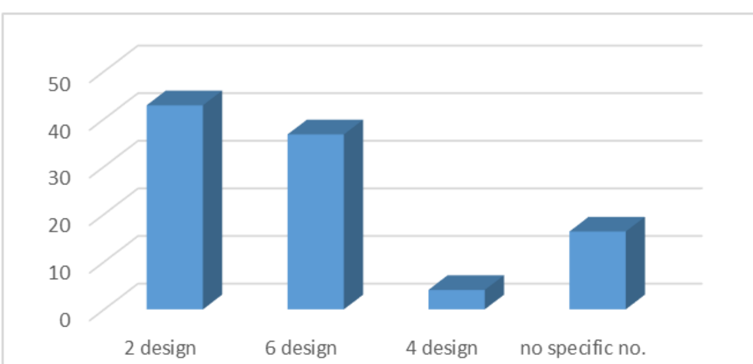


Fig.21

Observations: Here it was observed that 42.85% of manufacturers preferred to have 2 design collections in a year. 36.73% if manufacturers preferred to have 6 design collections in a year. Very few manufacturers (4.08%) preferred to have 4 design collections in a year. The other who did not have any specific number of designs collections were 16.34%.

19. Modern techniques to increase production

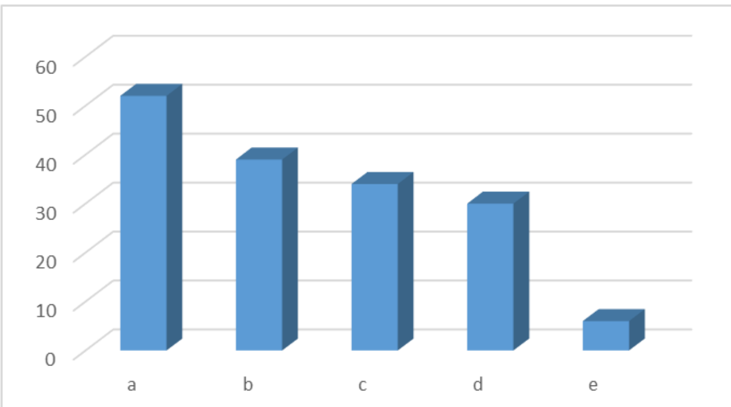


Fig 22

Observations: In the above graph a = skilled and efficient workers, b = computerized cutting, embroidery etc., c = chain system production flow chart, d = using steam boiler, e = all types of stitching. It was observed here that 52 manufacturers gave preference to skilled and efficient workers so as to increase their production. 39 manufacturers gave preference to the chain system production, 34 manufacturers gave preference to all types of stitching types for maximum production. There were 30 manufacturers who gave preference to computerized cutting, embroidery etc… There were only 6 manufacturers who gave preference to the use of steam boilers for increasing production.

20. Managing seasonal demand

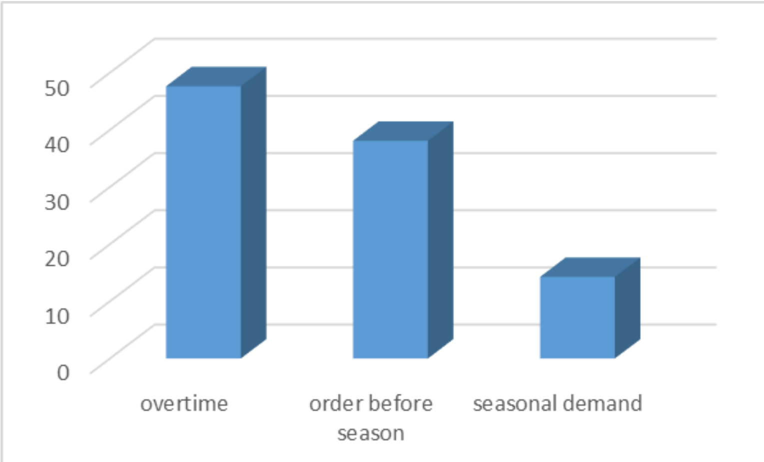


Fig23

Observations: It was observed that 47.63% of manufacturers preferred overtime to manage the seasonal demand of readymade garments. While few preferred to take/book orders before season (38.09%). Very few preferred to manage the seasonal demand by doling regular job work (14.28%).

21. Number of employees

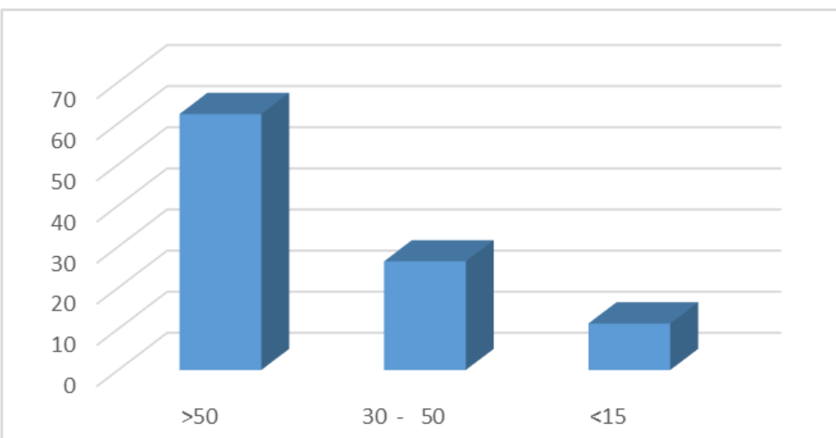


Fig24

Observations: The number of employees between 30 and 50 in manufacturing was about 62.26%. Less than 15 employees in a manufacturing init were about 26.42%. Units with greater than 50 employees were about 11.32%.

22. Type of employees not easily available

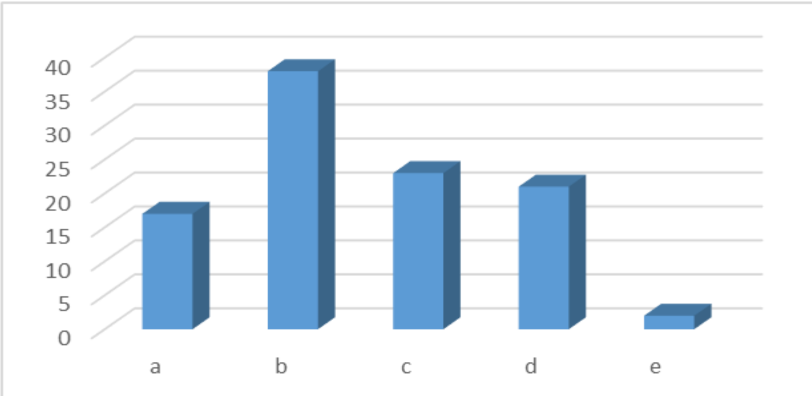


Fig25

Observations: In the above graph; a= professionally qualified, b= experienced workers, c= designers/pattern makers, d= machine operators, e= office staff, f= other specific. It was observed that 38 manufacturers face a problem of employees due to lack of experienced workers. 23 manufacturers had problem of employees due to lack of good designers and pattern makers. 21 manufacturers said that it was difficult to get employees who had proper machine skills. 17 manufacturers said that there was a problem of availability of professionally qualified workers. There was only one manufacturer who said there were other problems.

23. Annual turnover (In lakh Rs.)

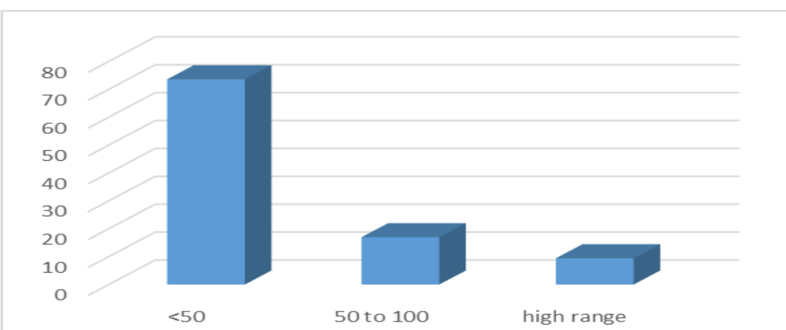


Fig 26

Observations: The annual turnover observed in most manufacturers was less than 50 lakhs (73.59%). The rage between 50-100 lakhs was about 16.98%. High range of annual turnover was found only among few manufacturers (9.43%)

24. Market achievement

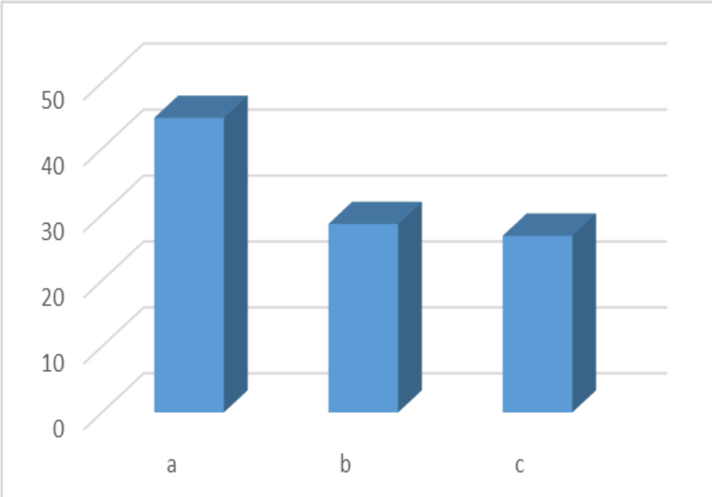


Fig 27

Observations: In the above graph; a = satisfying the customer needs, b = putting efforts, c = opinion of buyers. Here it was observed that most manufacturers achieved the market by satisfying the customer needs (40.98%). It was noted that about 28.57% of manufacturers achieved the market by putting efforts. While the remaining preferred to take the opinion of buyers (26.78%).

25. Estimation of Market Trends

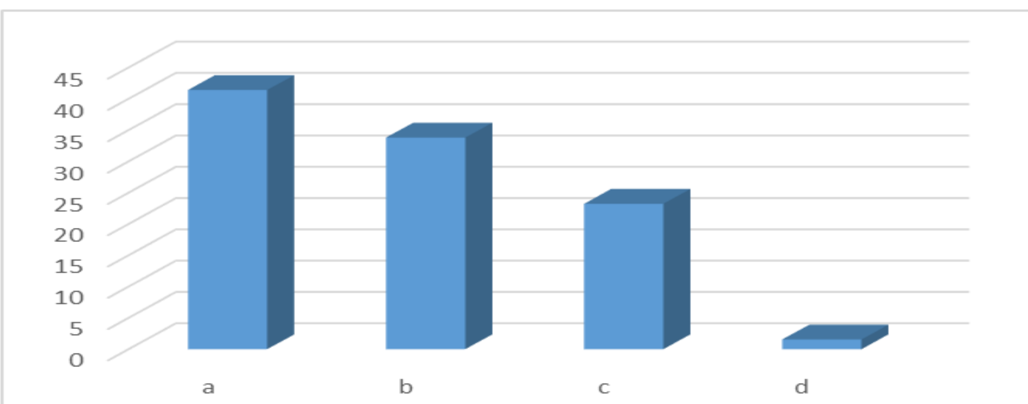


Fig28

Observations: A survey was taken to understand the estimate of market trends; here a = by seeing new fashion on media, b= by special designer, c= by demand and d= others respectively. It was observed that seeing new fashions on media was an estimate to understand the market by most manufacturers (41.41%). Few manufacturers preferred special designers (33.81%). Manufacturing by demand was preferred by 23.23%.

26. Ways to reach the market for growth of business

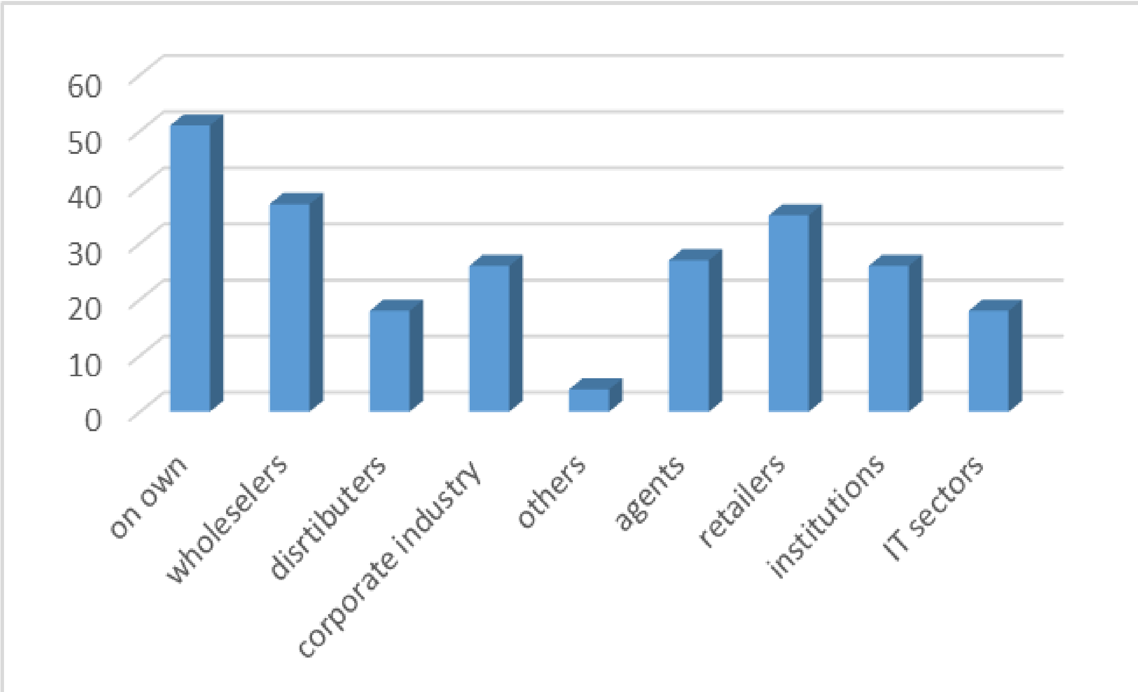


Fig 29

Observations: Manufactures hand various strategies to reach the market to grow their business. Here it was observed that 51 manufacturers preferred to do this task on their own, followed by have wholesalers (37), retailers (35) and distributors (18) for growing their business. The other areas were corporate industry (26) and IT sector (18). Here it was also observed that 27 manufacturers preferred to have agents to grow their business. 26 manufacturers preferred to join hands with institutions. However, 4 manufactures preferred other options to grow their business

27. Direct supply to mall

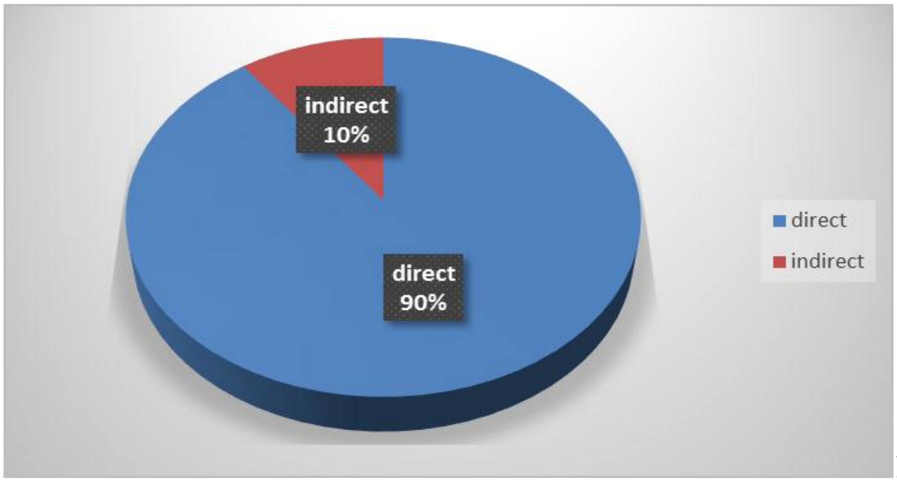


Fig.30

Observations: Here it was observed that most manufacturers did not prefer to supply the products directly to the malls (90%). While, 10% preferred to supply the products directly to the malls.

28. Basic problems faced in manufacturing

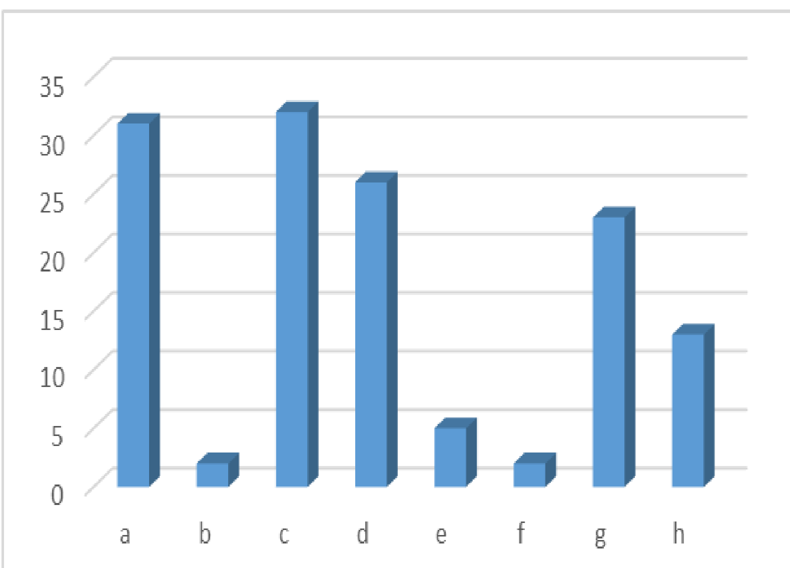


Fig.31

Observations: In the above graph; a = raw material, b = Market, c = Octroi, d = Changing Government policy, e = buyers, f = Power supply, g = sales tax, h = fashion change. Out of 53 manufactures surveyed 32 faced a problem in manufacturing due to Octroi. 31 manufacturers faced a problem mainly due to the supply of raw material. 26 manufacturers faced a problem due to the changing government policy. The problem of sales tax was faced by 23 manufacturers and problem of change in fashion trends to 13 manufacturers. Problem due to buyers, power supply and market was faced by 2 to 5 manufacturers.

29. Problems due to Malls

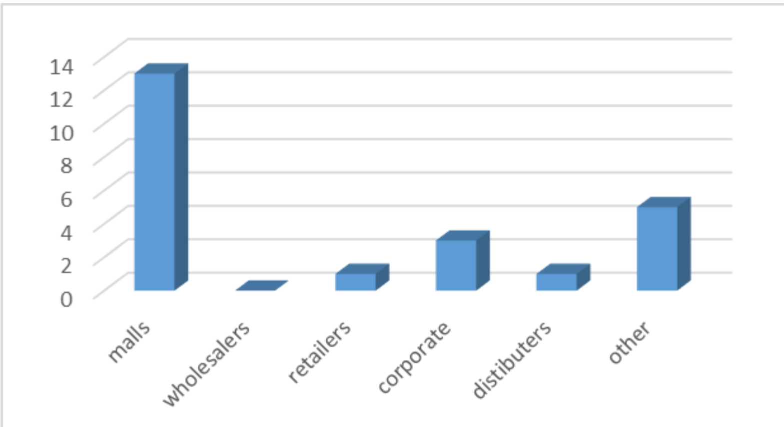


Fig 32

Observations: Here it was observed that 56.52% of manufacturers faced a problem due to malls. 13.04% of manufacturers face a problem due to the corporate. 4.43% of manufacturers equally faced a problem due to retailers and distributors.

30. Take loan for business

Observations: Here it was observed that about 51% of manufacturer preferred to take loan to raise their capital for business. While remaining 49% did not take any sort of loan.

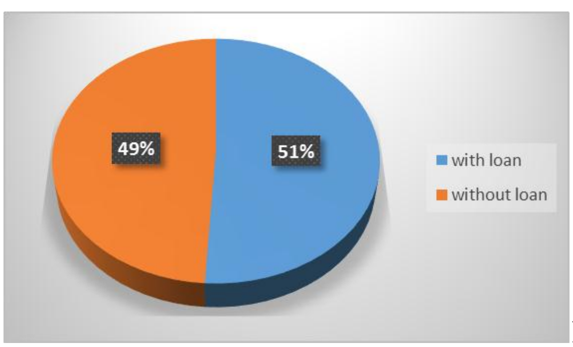


Fig.33

4.7 Statistical Observations: Distributors

Observations were made on the following parameters based on the questioners. Specific questions were analyzed so as to investigate the statistical data. Distributors dealing with readymade garments in Pune region were considered. The following observations were made: on 48 Distributors.

31. Type of firm

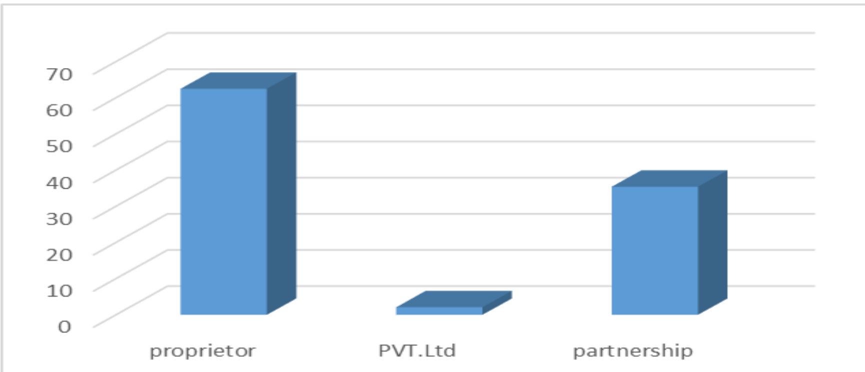


Fig 34

Observations: Out of total 48 distributors surveyed it was observed that most of them were proprietors (62.5 %) followed by business in partnership (35.41 %) and very few as a Pvt.Ltd. organizations (2.09%). Thus it clear that most of them preferred to run the business of readymade garments on them on as proprietors. This clearly indicates that the proprietors as distributors of readymade garments play a major role in getting into the market segment.

32. Number of years in business

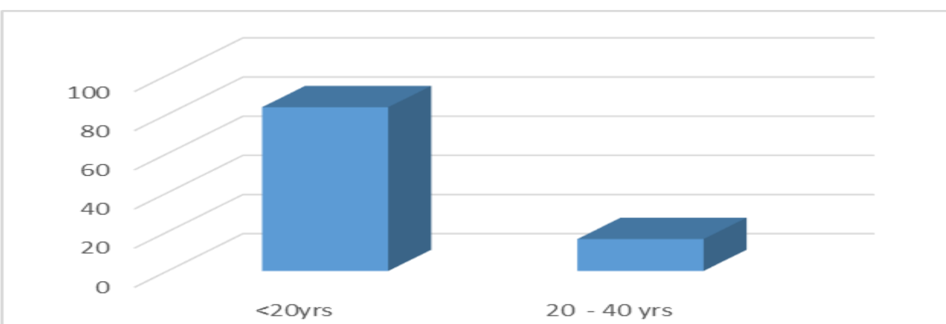


Fig.35

Observations: It was observed that most proprietors who were in distributorship were in business for less than twenty years (83.67%). While the remaining were in business for more that 20 to 40 years about (16.33%). Thus it is evident that the readymade garment sector is in much demand since last 20 years eventually demanding for more distributors.

33. Motives

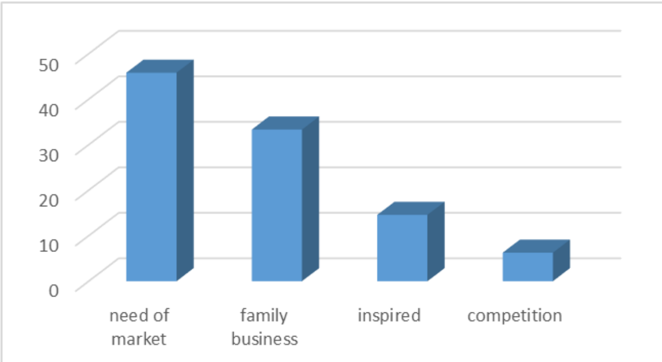


Fig 36

Observations: It is observed that the motive behind the business of readymade garments due to due to the need of market in most cases (45.83%). Followed by their own family business (33.33%). The other seasons noted in the survey indicate that few distributors were inspired by someone to be in this business (14.58%) while very few distributors were in the business because of competition (6.25%).

34. Nature of Product

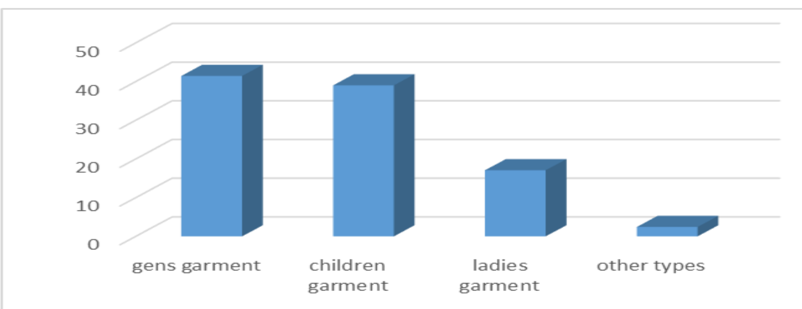


Fig 37

Observations: In this analysis it was observed that most of the distributors were dealing with specifically with gender garment types. It was noted that Most of them preferred to deal in gents garments (41.46%) followed by distributors dealing in children garments (39.02%), Ladies garments were also preferred but however in less as compared to gents and children garment (17.09%). Other types of garments preferred by distributors were hardly 2.43%.

35. Terms and conditions of buying goods from vendors

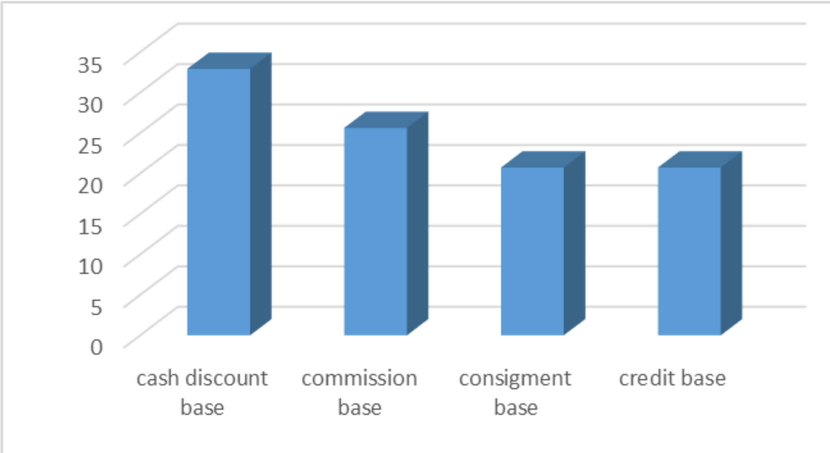


fig 38

Observations: The terms and conditions for buying goods from vendors was yet another part of the administrative policy; here it was observed that most of the distributors (32.92%) preferred giving ‘cash discount facility’. The other criteria that distributors preferred was by giving commission to the vendors, here it was observed that about 25.62% of distributors preferred this criteria. The other two categories namely consignment and credit bases was preferred equally by most distributors (20.73%).

36. Pattern of keeping store

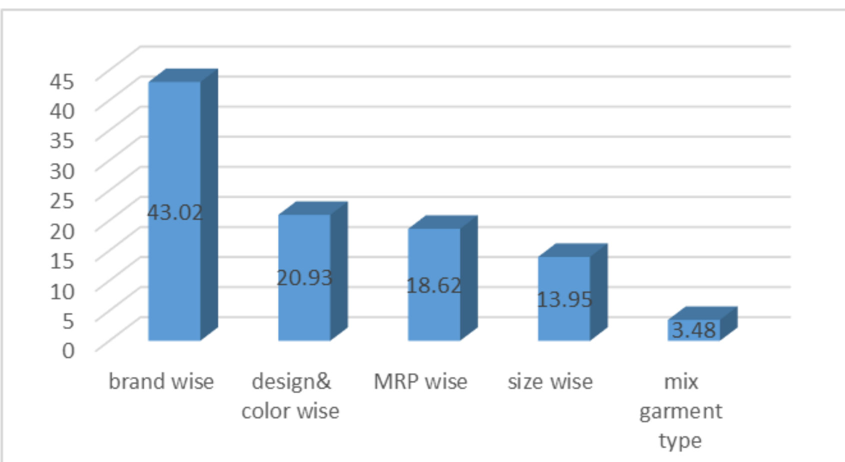


fig 39

Observations: It was observed that most distributors preferred selecting the ‘brand wise’ pattern to be kept in their store (43.02%). Following selection criteria was design and color of the garments (20.93%). MRP wise storage was preferred by about 16 distributors (18.62%). Comparatively size wise distribution was preferred by 12 distributors (13.95%). Very few distributors (3.48%) preferred a pattern of store on the basis of mix garment type.

37. Period of retention of goods

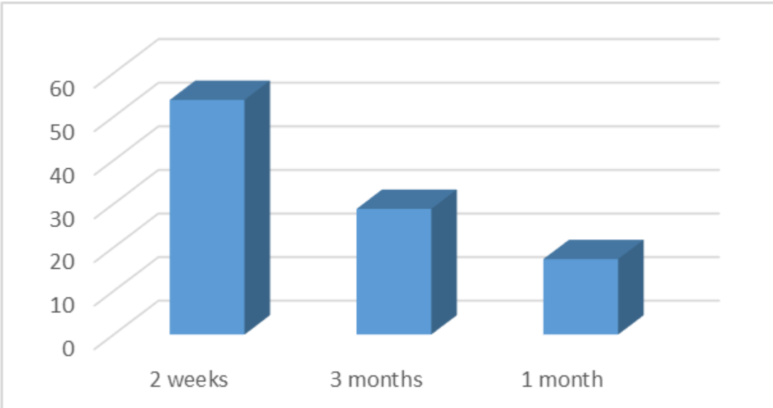


Fig 40

Observations: Analysis on the period of retention of garments by distributors was analyzed; it was observed that most of the distributors (53.84%) preferred to retain the garment for a short period of two weeks. The second criterion for time duration for retention of goods was three months preferred by about 28.84% of distributors. Very few distributors (17.32%) preferred only one month for retention of goods. The analysis indicates that there is a good demand of readymade garments in the market in Pune region because of which a two week of goods retention was preferred by most.

38. Marketing Approach

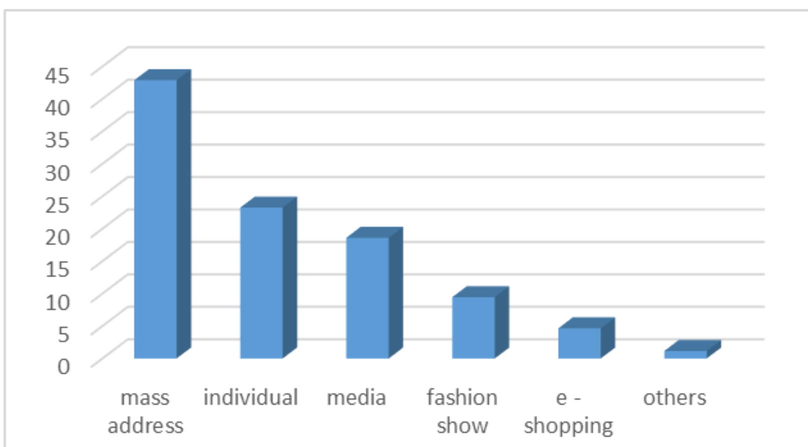


Fig 41

Observations: The marketing approach preferred by most distributors was ‘mass addressing’ (42.89%). There was another segment of distributors who preferred marketing individually (23.25%) the readymade garments. Media support was yet another source of marketing which was preferred by about 18.60% of distributors. Fashion shows (9.45%), road shows (4.65%) and e-shopping (1.16 %) was comparatively less preferred by most distributors.

39. Spending on Advertisement

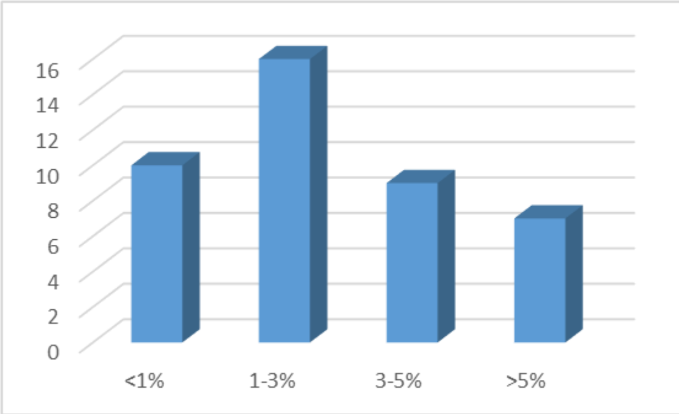


Fig 42

Observations: It was noted that certain percentage of money earned by sales was used for advertisement promotion and other activities.13 distributors are spending <1%, 16 distributors are spending 1-3%, 9 distributors are spending 3-5% of sales on advertisement. However 7 distributors are spending large amount of sales (> 5 %) on advertisement.

40. Hiring expert services

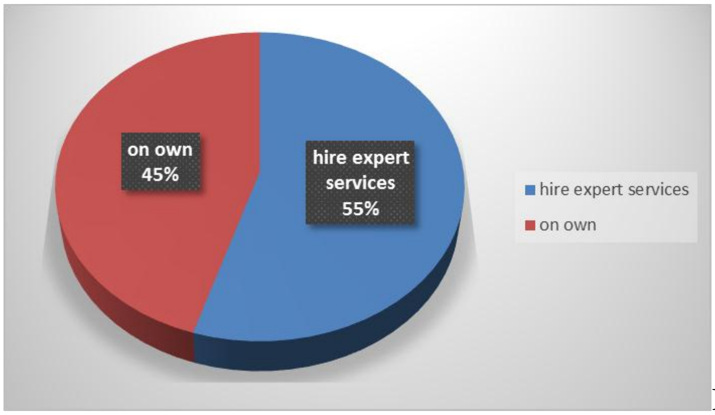


Fig43

Observations: As a policy it was observed that about 57% of distributors preferred hiring expert services for the sales of the readymade garments; while the remaining 43% did not prefer to have any expert services and preferred to handle the business on their own.

41. Areas in which expert services used

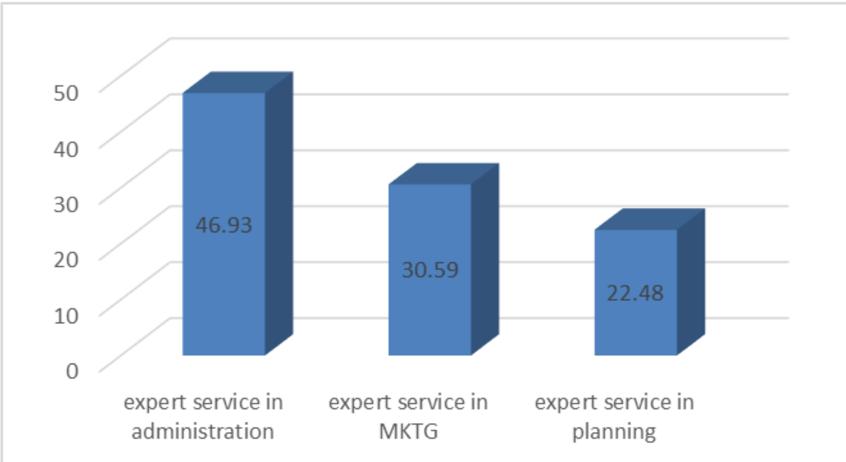


Fig.44

Observations: Taking into consideration the Administrative practices it was noted that most distributors (46.93%) preferred to uses expert services in their administration. Expert services used for marketing the readymade garments were 30.59%. It was observed that 22.48% distributors preferred using expert services in Planning of the business strategy.

42. Problems faced

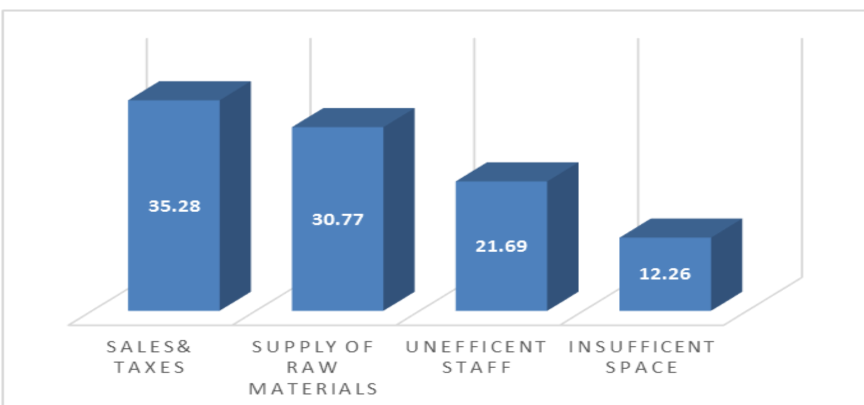


Fig45

Observations: Analysis was conducted on several factors in the area of problems faced by distributors. The major problem observed was octroi/sales and taxes where about 33.96% distributors had to face this situation. Yet another area of problem was supply of raw readymade garments where about 30.77 % distributors faced the problem. It was observed in the survey that office staff of efficient staff was a major problem on such case about 21.69% distributors faced such problem. Due to high cost and the growing city; insufficient space was a major problem faced by distributors (12.26%) to store and display the readymade garments.

43. Facilities provided to staff

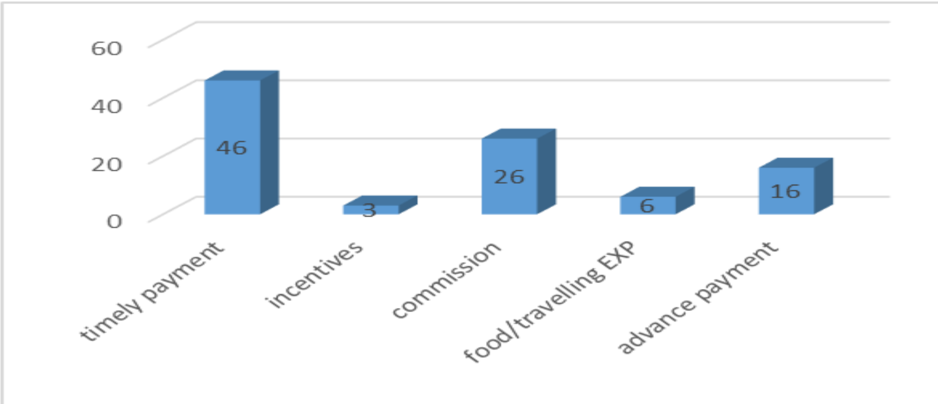


Fig46

Observations: In case of Administrative practices and policy most distributors preferred timely payment to their staff members. Commissions were also preferred as a motivation factor by most distributors (about 47.42%). Very few distributors (26.80%) preferred giving advance payment to their staff members. However other travel expense and incentives was least preferred facility by most distributors (6.18 to 3.09%).

44. Factors considered before purchases

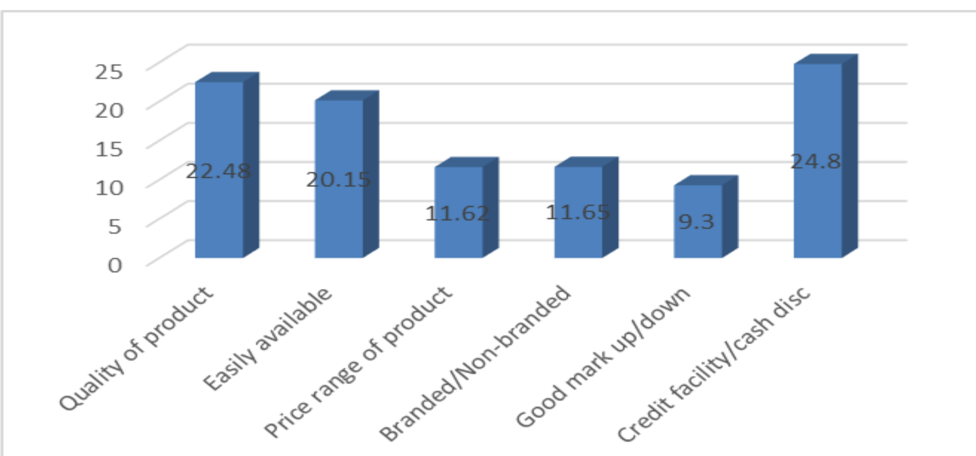


Fig47

a: Quality of product;

b: Easily available;

c: Price range of product

d: Branded/Non-branded;

e: Good mark up/down;

f: Credit facility/cash disc.

Observations: There were several factors considered before purchasing of readymade garments by most distributors. It was observed that most distributors (24.80%) preferred credit facility/cash discount. Following this quality of product was preferred by the distributors (22.48%). Looking at the market pressure of demand for readymade garments there were few distributors (about 20.15%) who preferred the easy availability of the garments. Price range of product, brand/non-brand and well as good mark up/down was the least criteria preferred by some distributors (from 11.65 to 9.30%)

45. Impact of upcoming mall culture

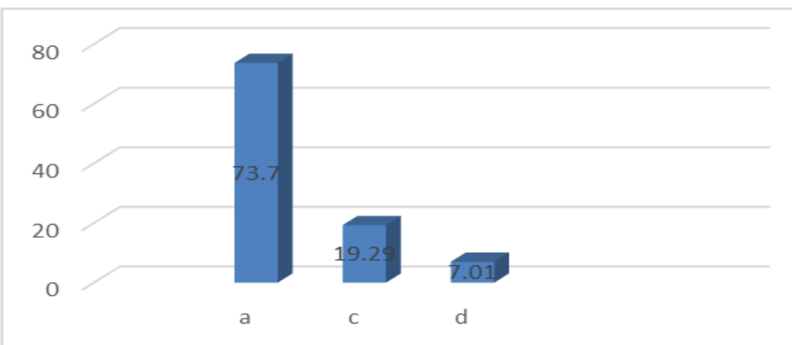


Fig48

Observations: In the above graph a= competition in price, b=increase in bargaining power, c= increase in expense of store. Distributors faced a major impact of the upcoming mall culture on their business of readymade garments; here it was observed that about 73.7% of distributors were affected by competition on prices. Some distributors (19.29%) in the survey said that they were affected by the mall culture due to the increase in bargaining power of customers. 7.01 % of distributors said that they were affected due to increase in the expenses of store.

4.8 Statistical Observations: Retailers

Observations were made on the following parameters based on the questioners. Specific questions were analyzed so as to investigate the statistical data. Retailers are a major part of the survey for understanding the trends and conditions of readymade garment sector in Pune region. The following observations were made on 178 Retailer surveyed:

46. Type of firm

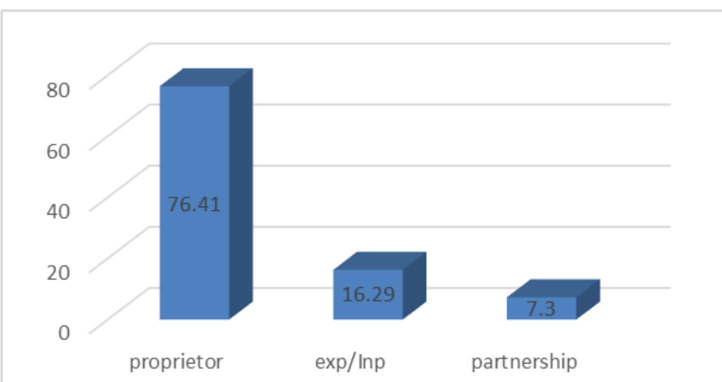


Fig49

Observations: Out of 178 retailers, about 76.41% were proprietors. As compared to others16.29% were in partnership business. Very few retailers were in import export business about 7.30%.

47. No. of years in the business

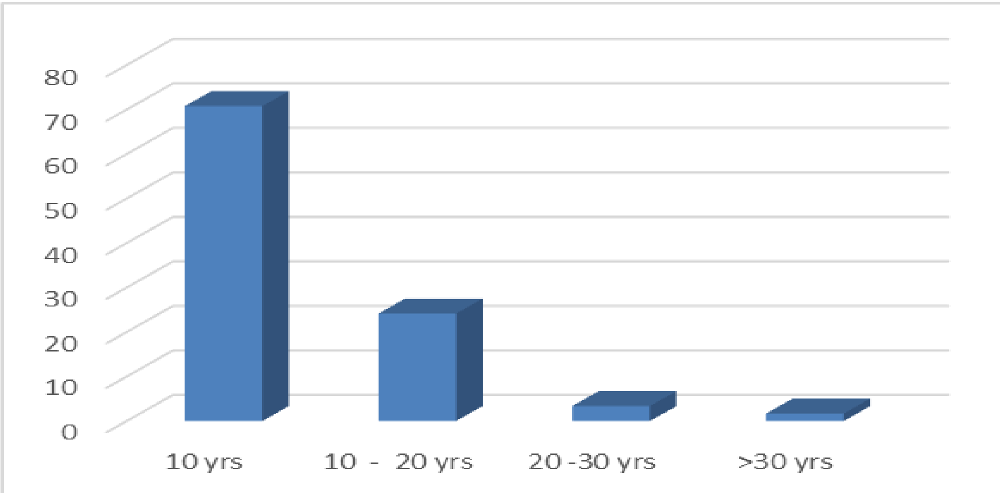


Fig50

Observations: It was observed that most of them were in business for less than 10 years about 70.78%. Looking at the time span of 10-20 years the percentage was comparatively low; about 24.15%. The last category of time in business was 3.39 to 1.68% respectively.

48. Variety of garments

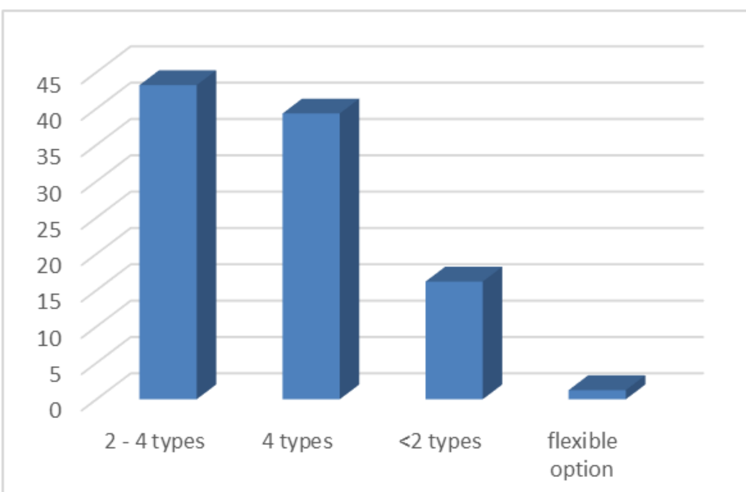


Fig51

Observations: Most of the retailers preferred to sell more that 2-4 garment types; about 43.25%. There were few retailers who preferred to keep more there 4 types of garments in their store (39.32%). There was a segment of retailers who prefers to keep less than 2 garment types (16.29%). There were only 2 retailers who preferred to keep a flexible option on the number of garments in the store.

49. Sales target (Rs. Lakhs)

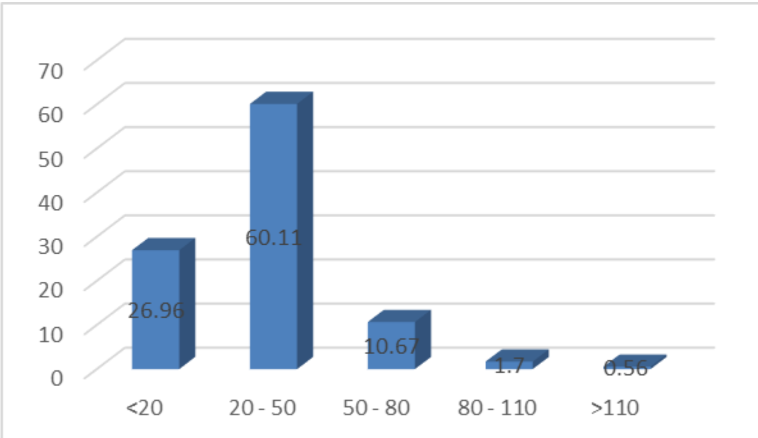


Fig52

Observations: The sales target with respect to garment retailers on Pune was fairly good; a large segment about 60.11% had a turnover of 20-50 lakhs per annum. About 48 retailers performed fairly well with less than 20 lacks per annum (26.96%). The high segment 50 to 80, 80-110 and greater than 100 lakhs were comparatively less; 10.67%, 1.7% and 0.56.

50. Finance related problems

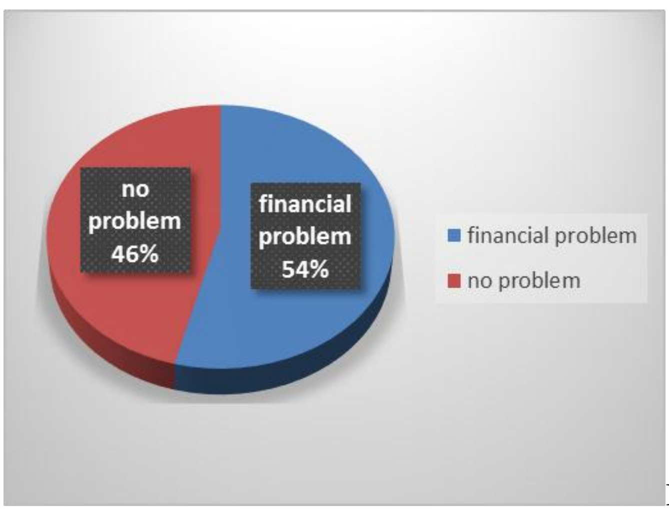


Fig53

Observations: It was observed that about 46% of retailers were facing financial problems whereas 54% did not have any problem of finance.

51. Effect of Mall on Business

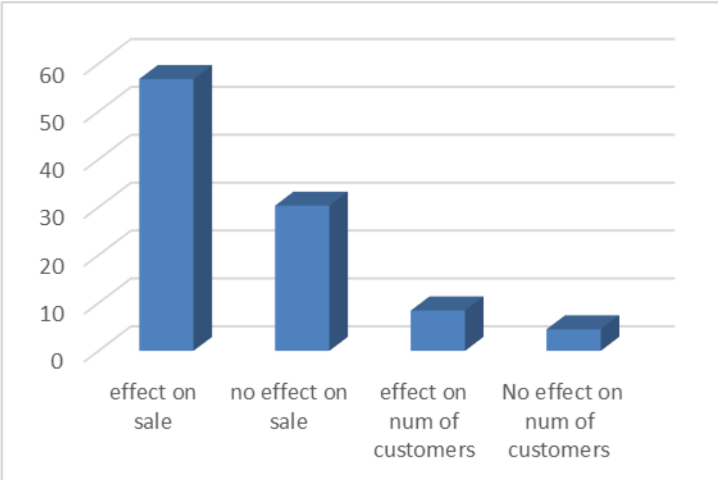


fig54

Observations: Looking at the effect of sales because of mall had various reasons. It was noted that there was 56.77% effect on sales. Whereas there was 30.33% were said that they were affected due to the number of customers. It was noted that a small segment of retailers had no effect on sales (8.42%). There were very few retailers who believed that there was no effect on the number of customers in spite of mall culture (4.49%)

52. Types of products

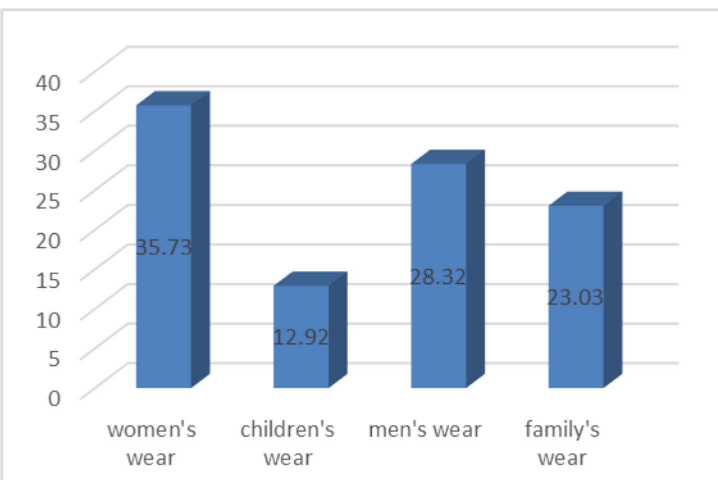


Fig55

Observations: It was noted that amongst the retailers about 35.73 % preferred to sell women's wear followed by 28.32% of retailers selling men's wear. The next preferred product by most retailers was Family wear (23.03%). Least preference was given to children garment types (12.92%).

53. Facilities to the staff

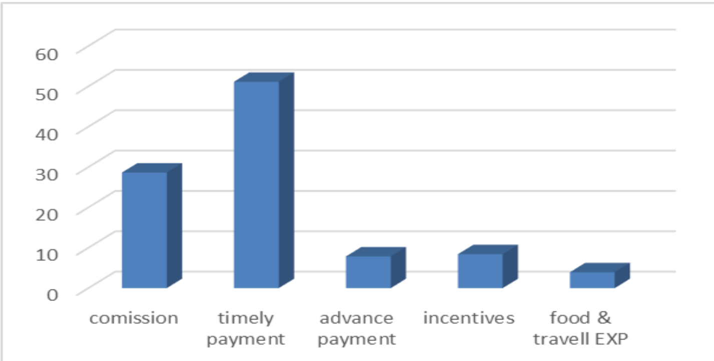


Fig56

Observations: Amongst the Pune garment resellers I was noted that they had a rigid policy of giving timely payments to their employees (51.14%). Commissions were additionally given to the employees by about 28.65% of retailers. Other facilities like incentives, advance payments and food/travel expenses were the least preferred faculties preferred by the retailers (this was calculated to; 8.42%, 7.86% and 3.93%).

54. Selection of location for stores

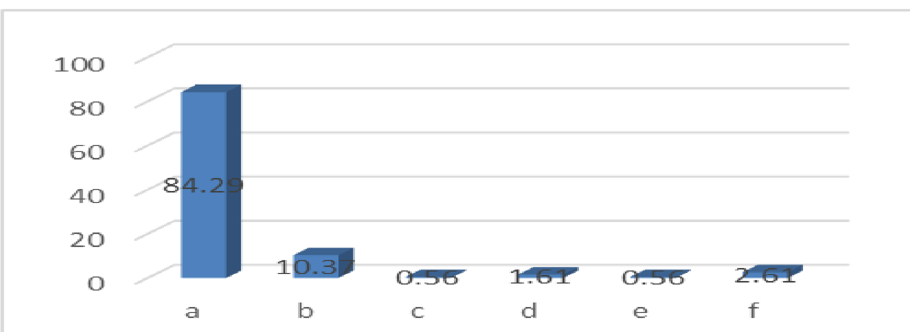


Fig.57

a: Near Market/College,

b: Work place,

c: No bar – may be on rental basis

d: By proper survey exact requirement of market, e: Recreations area,

f: as per budget

Observations: Selection for store is always an important factor for any business. It was observed that most of the retailers preferred to have their store near to the market of college (84.29%) so as to attract maximum customers. About 10.37% preferred to select the location of the store near to their workplace. The other locations like recreation areas, rental and finding a location based on survey were very minimal (2.61% to 0.56%). Yet there was another category who preferred to have a budget plan before selecting a location for the store. (About2.61%).

55. Future plans

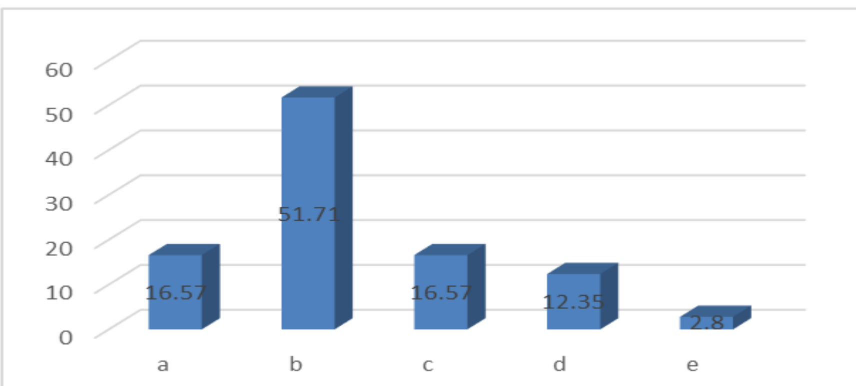


Fig.58

a: Chain of stores; b: Expansion in existing; c: Satisfy customers d: Happy with present status;e: Expansion in new activity

Observations: The retailers in Pune city were observed to be very futuristic. About 56.17% of retailers prefer to expand their existing business. While 33.14% preferred either a chain of stores in future or just preferred to satisfy their customers in the existing setup. About 12.35% of retailers were observed to be satisfied with the present status of the existing retail store. Very minimal percentage of retailers opted for any expansion of any new activity of the store (2.80%).

4.9 Chi-Square Test for Manufacturers

Table1. Ownership and motivation for the business

H_o: ownership and motivation for the business are not associated

H_1: ownership and motivation for the business are associated

Table.3

	Inspired by others	Need of mkt.	Family business	Total
Proprietor	6	13	21	40
	6.6666	13.3333	20	40
Partnership	4	7	9	20
	3.3333	6.6666	10	20
Total	10	20	30	60

chi-square	0.375	P-value	0.8290

Accept Ho (Null Hypothesis) . Ownership and Motivation for the business are not associated.

Table 2. Ownership and brand of the products

H_o: Ownership and branded of the products are not associated.

H_1: Ownership and branded of the products are associated.

	yes	No & applied	Total
Proprietor	17	10	27
	15.4285	11.5714	27
partnership	7	8	15
	8.5714	6.4285	15
Total	24	18	42

chi-square	1.0456	P-value	0.3065

Table.4

Accept Ho. (Null Hypothesis) : Ownership and brand of the products are not associated.

Table 3. Year in the business and type of manufacturing

H_o: Number of the years in the business and type of manufacturing of product are not associated.

H_1: Number of the year in the business and type of manufacturing of product are associated.

	For men	For children	For women & others	Total
Less than 20 yrs	17	19	16	52
	16.8	20	15.2	52
More than 20 yrs	4	6	3	13
	4.2	5	3.8	13
Total	21	25	19	65

chi-square	0.4724	p-value	0.7896

Table.5

Accept Ho. Number of the year in the business and type of manufacturing of product are not associated.

4.10 Chi-Square TEST FOR DISTRIBUTORS

Table 4. Type of firm and age

H_o: Type of firm and age of business are not associated.

H_1: Type of firm and age of business are associated.

	< 20 years	20 – 40 years	**Total**
Proprietor	26	3	29
	25.8478	3.1522	29
Partnership	15	2	17
	15.1522	1.8478	17
Total	41	5	46

Chi-square = 0.0223 P-value = 0.8813 Table.6

Accept Ho. :Type of firm and age of business are not associated

Table 5. Type of firm and motivation behind starting the business

H_o: Type of firm and motivation behind starting the business are not associated.

H_1: Type of firm and motivation behind starting the business are associated.

	Inspired by anyone	Need of market	Family business	Total
Proprietor	6	11	11	28
	4.3556	14.3111	9.3333	28
Partnership	1	12	4	17
	2.6444	8.6889	5.6667	17
Total	7	23	15	45

Chi-square = 4.4591 P-value = 0.1076 Table 7

Accept Ho.: Type of firm and motivation behind starting the business are not associated

Table 6. Type of firm and nature of product

H_o: Type of firm and nature of product dealt with are not associated.

H_1: Type of firm and nature of product dealt with are associated.

	Gents Garments	Kids Garment	Ladies Garments	Total
Proprietor	22	7	19	48
	20.8421	7.5789	19.5789	48
Partnership	11	5	12	28
	12.1579	4.4211	11.4211	28
Total	33	12	31	76

Chi-square = 0.3411 P-value = 0.8432 Table8

Accept Ho.: Type of firm and nature of product dealt with are not associated

Table 7. Type of firm and spending on advertisement

H_o: Type of firm and spending on advertisement (% of sales) are not associated.

H_1: Type of firm and spending on advertisement (% of sales) are associated.

	< 1%	1 – 3%	> 3%	Total

Proprietor	8	8	12	28
	8.2727	10.1818	9.5455	28
Partnership	5	8	3	16
	4.7273	5.8182	5.4545	16
Total	13	16	15	44

Chi-square = 3.0462 P-value = 0.2180

Accept Ho.: Type of firm and spending on advertisement (% of sales) are not associated.

Table 8. Type of firm and hiring of expert services

H_o: Type of firm and hiring of expert services are not associated.

H_1: Type of firm and hiring of expert services are associated.

	Yes	No	Total
Proprietor	14	16	30
	16.9565	13.0435	30
Partnership	12	4	16
	9.0435	6.9565	16
Total	26	20	46

Chi-square = 3.4087 P-value = 0.0649 Table 10

Accept Ho.: Type of firm and hiring of expert services are not associated.

Table 9. Type of firm and area of hiring of expert services

H_o: Type of firm and area of hiring of expert services are not associated.

H_1: Type of firm and area of hiring of expert services are associated.

	Area of hiring of expert			
	Planning	Marketing	Administration	Total
Proprietor	7	7	12	26

	5.9583	7.5833	12.4583	26
Partnership	4	7	11	22
	5.0417	6.4167	10.5417	22
Total	11	14	23	48

Chi-square = 0.5320 P-value = 0.7664 Table11

Accept Ho.: Type of firm and area of hiring of expert services are not associated.

Table 10. Type of firm and modes of recruitment

H_o: Type of firm and modes of recruitment are not associated.

H_1: Type of firm and modes of recruitment are associated.

	Through any Advt. agency	Through References	Experience	Total
Proprietor	21	11	9	41
	21.4462	12.6154	6.9385	41
Partnership	13	9	2	24
	12.5538	7.3846	4.0615	24
Total	34	20	11	65

Chi-square = 2.2443 P-value = 0.3256 Table 12

Accept Ho.: Type of firm and modes of recruitment are not associated.

Table 11. Type of firm and enhancement of distribution network

H_o: Type of firm and enhancement of distribution network are not associated.

H_1: Type of firm and enhancement of distribution network are associated.

	Establish a Manufacturing Plant	Put up A retail showroom	Continue Expansion in Same business	Total

Proprietor	6	15	21	42
	7.8000	14.4000	19.8000	42
Partnership	7	9	12	28
	5.2000	9.6000	13.2000	28
Total	13	24	33	70

Chi-square = 1.2828 P-value = 0.5266 Table 13

Accept Ho. Type of firm and enhancement of distribution network are not associated.

Table 12. Type of firm and views on impact of malls culture

H_o: Type of firm and views on impact of malls culture are not associated.

H_1: Type of firm and views on impact of malls culture are associated.

	More benefits To customer	Direct business By Companies	Shop & shop Concept	Total
Proprietor	25	8	3	36
	26.3571	7.0714	2.5714	36
Partnership	16	3	1	20
	14.6429	3.9286	1.4286	20
Total	41	11	4	56

Chi-square = 0.7371 P-value = 0.6917 Table 14

Accept Ho. Type of firm and views on impact of malls culture are not associated.

Table 13. Age of business and motivation behind starting business

H_o: Age of business and motivation behind starting the business are not associated.

H_1: Age of business and motivation behind starting the business are associated.

	Inspired by anyone	Need of market	Family business	Total
< 20 years	7	21	11	39

	5.9348	19.5000	13.5652	39
20 – 40 years	0	2	5	7
	1.0652	3.5000	2.4348	7
Total	7	23	16	46

Chi-square = 5.2024 P-value = 0.0742 Table 15

Accept Ho.: Age of business and motivation behind starting the business are not associated.

Table 14. Age of business and Consignment period

H_o: Age of business and Consignment period of product are not associated.

H_1: Age of business and Consignment period of product are associated.

	1	2	Total
< 20 years	18	24	42
20 – 40 years	0	5	5
	18	29	
Yate's Correction			
	1	2	Total
< 20 years	17.5000	24.5000	42
	16.0851	25.9149	42
20 – 40 years	0.5000	4.5000	5
	1.9149	3.0851	5
Total	18	29	47

Chi-square = 1.8961 P-value = 0.1685 Table16

Accept Ho.: Age of business and Consignment period of product are not associated.

Table 15. Age of business and period of retaining goods

H_o: Age of business and period of retaining goods are not associated.

H_1: Age of business and period of retaining goods are associated.

	2 weeks	1 month	3 months	Total
< 20 years	23	8	11	42

	21.8750	7.0000	13.1250	42
20 – 40 years	2	0	4	6
	3.1250	1.0000	1.8750	6
Total	25	8	15	48

Chi-square = 4.3581 P-value = 0.1131 Table 17

Accept Ho. Age of business and period of retaining goods are not associated.

Table 16. Age of business and spending on advertisement

H_o: Age of business and spending on advertisement (% of sales) are not associated.

H_1: Age of business and spending on advertisement (% of sales) are associated.

	< 1%	1 – 3%	> 3%	Total
< 20 years	11	16	11	38
	10.3636	13.8182	13.8182	38
20 – 40 years	1	0	5	6
	1.6364	2.1818	2.1818	6
Total	12	16	16	44

Chi-square = 7.0278 P-value = 0.0298 Table18

Reject Ho. Thus, years in business and spending on advertisement (% of sales) are associated.

Table 17. Age of business and hiring expert services

H_o: Age of business and hiring expert services are not associated.

H_1: Age of business and hiring expert services are associated. Table19

	Yes	No	Total
< 20 years	22	18	40
20 – 40 years	5	1	6
Total	27	19	46
Yates' correction			

	Yes	No	Total
< 20 years	22.5000	17.5000	40
	23.4783	16.5217	40
20 – 40 years	4.5000	1.5000	6
	3.5217	2.4783	6
Total	27	19	46

Chi-square = 0.7566 P-value = 0.3844

Accept Ho.: Age of business and hiring expert services are not associated.

Table 18. Age of business and area of hiring expert services

H_o: Age of business and area of hiring expert services are not associated.

H_1: Age of business and area of hiring expert services are associated.

	Area of hiring expert services			
	Planning	Marketing	Administration	Total
< 20 years	9	11	19	39
	9.1277	11.6170	18.2553	39
20 – 40 years	2	3	3	8
	1.8723	2.3830	3.7447	8
Total	11	14	22	47

Chi-square = 0.3815 P-value = 0.8263 Table 20

Accept Ho.: H_o: Age of business and area of hiring expert services are not associated.

Table 19. Age of business and problems related with management practices

H_o: Age of business and problems related with management practices are not associated.

H_1: Age of business and problems related with management practices are associated.

	Office staff Problems	Insufficient Business space	Supply Problem	Octroi/Sales Tax People trouble	Total
< 20 years	20	12	30	27	89
	18.8269	11.1250	30.8077	28.2404	89

20 – 40 years	2	1	6	6	15
	3.1731	1.8750	5.1923	4.7596	15
Total	22	13	36	33	104

Chi-square = 1.5085 P-value = 0.6803 table20

Accept Ho.: Age of business and problems related with management practices are not associated

Table 20. Age of business and Measures adopted to promote sales

H_o: Age of business and Measures adopted to promote sales are not associated.

H_1: Age of business and Measures adopted to promote sales are associated.

	Giving Branded Material	Direct discount Scheme to customers	Additional Discount	Gifts, Lucky Draw, coupons	Total
< 20 years	31	10	7	2	50
	28.8136	10.1695	8.4746	2.5424	50
20 – 40 years	3	2	3	1	9
	5.1864	1.8305	1.5254	0.4576	9
Total	34	12	10	3	59

Chi-square = 3.5467 P-value = 0.3148 Table21

Accept Ho.: Age of business and Measures adopted to promote sales are not associated

Table 21. Age of business and Facilities provided to staff

H_o: Age of business and Facilities provided to staff are not associated.

H_1: Age of business and Facilities provided to staff are associated.

	Timely Payment	Commissions	Food/Traveling Expenses	Advance Payment	Total
< 20 years	38	21	4	18	81
	36.0978	22.8913	4.4022	17.6087	81
20 – 40 years	3	5	1	2	11

	4.9022	3.1087	0.5978	2.3913	11
Total	41	26	5	20	92

Chi-square = 2.5253 P-value = 0.4707 table 23

Accept Ho: Age of business and Facilities provided to staff are not associated

Table 22. Age of business and Assessment of market potential

H_o: Age of business and Assessment of market potential are not associated.

H_1: Age of business and Assessment of market potential are associated.

	Visiting Different Stores	Visiting Exhibitions	Observing Customer Demand	Total
< 20 years	35	10	14	59
	31.8919	11.1622	15.9459	59
20 – 40 years	5	4	6	15
	8.1081	2.8378	4.0541	15
Total	40	14	20	74

Chi-square = 3.2628 P-value = 0.1957 Table24

Accept Ho.: Age of business and Assessment of market potential are not associated

Table 23. Age of business and views on mall culture

H_o: Age of business and views on mall culture are not associated.

H_1: Age of business and views on mall culture are associated.

	More benefits To customer	Direct business By Companies	Shop & shop Concept	Total
< 20 years	36	9	3	48
	35.5556	8.8889	3.5556	48
20 – 40 years	4	1	1	6
	4.4444	1.1111	0.4444	6
Total	40	10	4	54

Chi-square = 0.8437 P-value = 0.6558 Table25

Accept Ho.: Age of business and views on mall culture are not associated

NOTE: Whichever cross table analysis for distributors was found appropriate is given in the above.

4-11 Chi- Square TEST FOR RETAILERS

Table 24. Number of year in business and types of business

H_o: number of year in business and types of business are not associated

H_1: number of year in business and types of business are associated

	Proprietor	Partnership	Pvt ltd& import/export	Total
Less than 10 yrs	27	64	34	125
	20.8333	56.5476	47.6190	125
Above 10 yrs	1	12	30	43
	7.1666	19.4523	16.3809	43
Total	28	76	64	168

Chi-square = 26.1866 P-value = 0.0000020589

Table26 R**eject Ho, thus number of year in business and types of business are associated**

Table 25. Number of years in the business and sales target

H_o: number of years in the business and sales target are not associated.

H_1: number of years in the business and sales target are associated.

	Less than 20 lakh p.a	20-50 lakhs p.a	Above 50lakhs p.a	Total
Less than 10 yrs	45	72	8	125
	35.7142	77.3809	11.9047	125
Above 10 yrs	3	32	8	43
	12.2857	26.6190	4.0952	43
Total	48	104	16	168

Chi-square = 15.8983 P-value = 0.0003

Table27

Reject H_o, therefore the number of years in the business and sales target are depended.

Table 26. Number of years in business and form of store

H_o: number of years in business and form of store are not associated

H_1: number of years in business and form of store are associated

	Branded out lay	Multi brand outlay	Franchise &others	Total
Less than 10 yrs	4	91	20	115
	4.4805	93.3441	17.1753	115
Above	2	34	3	39

10 yrs				
	1.5194	31.6558	5.8246	39
Total	6	125	23	154

Chi-square = 2.2703 P-value = 0.3213

Table28

Accept Ho. number of years in business and form of store are not associated

Table 27. Number of year in business and number of suppliers

H_o: number of year in business and number of suppliers are not associated

H_1: number of year in business and number of suppliers are associated

	Less than 10	10-20	20-30	30-40	Above 50	Total
Less than 10 yrs	59	42	10	11	4	126
	51.75	38.25	12	16.5	7.5	126
Above 10 yrs	10	9	6	11	6	42
	17.25	12.75	4	5.5	2.5	42
Total	69	51	16	22	10	168

Chi-square = 20.7333 P-value = 0.0003

Table29

Reject H_o, therefore number of years in business and number of suppliers are associated.

Table 28. Number of year in business and views about garment distributors

H_o: number of year in business and views about garment distributors are not associated

H_1: number of year in business and views about garment distributors are associated

	Excellence	Good	Supportive	Non-supportive	Total
Less than 10 yrs	41	70	9	5	125
	45.6586	65.1197	9.7305	4.4910	125
Above 10 yrs	20	17	4	1	42
	15.3413	21.8802	3.2694	1.5089	42
Total	61	87	13	6	167

Chi-square = 3.7917 P-value = 0.2848

Table30

Accept Ho. number of year in business and views about garment distributors are not associated

4.12 Hypothesis 1

There is a need to have effective administration system in Readymade Garment industry.

Table number	**Title**	**Ho Accepted**	**Ho Rejected**
1	Ownership and motivation for the business	√	×
2	Ownership and branded of the products	√	×
3	Year in the business and type of manufacturing	√	×
4	Type of firm and age	√	×
5	Type of firm and motivation behind starting the business	√	×
6	Type of firm and nature of product	√	×
11	Type of firm and enhancement of distribution network	√	×
13	Age of business and motivation behind starting business	√	×
14	Age of business and Consignment period	√	×
15	Age of business and period of retaining goods	√	×
17	Age of business and hiring expert services	√	×
18	Age of business and area of	√	×

	hiring expert services		
20	Age of business and Measures adopted to promote sales	√	×
21	Age of business and Facilities provided to staff	√	×
27	Number of year in business and number of suppliers	×	√
8	Type of firm and hiring of expert services	√	×
9	Type of firm and area of hiring of expert services	√	×

Table 31.

Observations:

- About 56.6% are in the business, continuing the family business.
- 35.84% are in business due to need of market.
- Those who are in business due to need for the market and competition they are have effective administration then others this is also reflected in the type of the firm.
- Hiring of experts are not associated with a particular type of firm.
- Age of business does not indicate frequent hiring of experts services.
- Nature of product and enhancement of distribution network is not associated with the type of the firm.
- Facilities provided to staff are not associated with the age of business.
- Measures adopted to promote sales are not associated with the age of the business.

H1 accepted, that is, there is a need to have effective administration system in Readymade Garment industry.

4.13 Hypothesis 2

The existing system of administration of Readymade Garment Industry has many limitations which need to be properly resolved. Which can improve marketing success of readymade garment industry.

Table number	**Title**	**Ho Accepted**	**Ho Rejected**
10	Type of firm and modes of recruitment	√	×
19	Age of business and problems related with management practices	√	×
26	Number of years in business and form of store	√	×
27	Number of year in business and number of suppliers	×	√

Table 32

Observation:

- Hiring of experts services in different areas is not associated with the type of the firm.
- The recruitment practices do not depend on type of the firm.
- Mgmt. Problems faced by the business are not associated with the age of the business.
- No. of suppliers are directly related to the age of the business.

H2 accepted, that is, the existing system of administration of Readymade Garment Industry has many limitations which needs to be properly resolved which can improve marketing success of readymade garment industry.

4.14 Hypothesis 3

The distributors and wholesaler can be eliminated from the channel of distribution in the readymade garment business in Pune city.

Table number	**Title**	**Ho Accepted**	**Ho Rejected**
28	Number of year in business and views about garment distributors	√	×

Table 33

Observation:

- 80.23% of manufacturers are themselves are distributors or whole sellers or retailers.(fig 4)
- No. of years in business is not associated with views about garment distributors.

H3 accepted, that is, the distributors and wholesaler can be eliminated from the channel of distribution in the readymade garment business in Pune city.

4.15 Hypothesis 4

Readymade garment business is facing difficulties due to shopping mall culture in Pune city.

Table number	**Title**	**Ho Accepted**	**Ho Rejected**
12	Type of firm and views on impact of malls culture	√	×
23	Age of business and views on mall culture	√	×

Observation:

- Type of firm is not associated with the impact of mall culture.
- Age of business is not associated with the views of mall culture.
- The above indicate that so far mall culture has not affected retail readymade garment business.

H4 is rejected, that is, readymade garment business is not facing difficulties due to shopping mall culture in Pune city.

Findings, Conclusions, Recommendations and Suggestions

5.1 Fulfillment of Objectives

Globalization and the purported "new economy" depend on nonstop change, the expanding utilization of data and correspondence innovations and complex systems of connections between firms. These discoveries of the examination give a point of view for understanding contemporary business rehearses in RGI. This being the situation, we should look all the more carefully at how readymade garments are constituted and how they right now work. RGI's have been contended to be better adjusted to learning rich conditions in view of their predominant data preparing limit contrasted and customary instruments of administration. In the past sections detail investigation of information has comprehended the measurements for Testing Hypothesis chi-square test; and in addition for arranging and examining information. The detail investigation of data has helped the specialist to decipher certain actualities with critical perceptions. The examination overview was directed with more than 500 readymade garment shops (retailer and traders) 120 producer, 100 merchant and distributer in Pune city, which empower the analyst to gather the important data on readymade garment business. Despite the fact that RGI business has dependably existed, it appears that here has been a fast development in their number, shape and intricacy.

The procedure of how esteem is made through the exercises of firms and different associations in contemporary market economies is experiencing a key change. It is watched that RGI is quickly supplanting customary markets and vertically incorporated organizations. The expanded significance of learning, mechanical advancements, aggressive strengths, globalization and accessibility of data innovation drives this change. Business conditions have changed essentially since mid-1980s.

5.2 Fulfillments of Hypothesis

The following hypothesis was concluded in the research:

Hypothesis 1: There is a need to have effective administration system in Readymade Garment industry.

Conclusion 1: several parameters were tested in this analysis which includes chi square test on data collected in relation to effective administration with respect to Manufacturers, wholesalers and retailers. The test concludes that the aboveis ‘Accepted’ in most cases.

Hypothesis 2:The existing system of administration of Readymade Garment Industry has many limitation which needs to be properly resolve .Which can improves marketing success of Readymade garment industry.

Conclusion 2: The limitations of administrative system of Readymade Garment Industry were observed on various fronts such as hiring of expert services, modes of recruitment, Number of years in business etc. The test concludes that the aboveis ‘Accepted’ in most cases.

Hypothesis 3: The distributors and wholesaler can be eliminated from the channel of distribution in the readymade garment business in Pune city.

Conclusion 3: to understand the exact status on distribution channel; a chi square test was conducted on the Number of year in business and views about garment distributors. Here it was concluded that the aboveis ‘Accepted’.

Hypothesis 4: Readymade garment business is facing difficulties due to shopping mall culture in Pune city.

Conclusion 4: Investigations were made to find the difficulties due to shopping mall culture, the survey was conducted by studying the type of firm and age of business with their view on mall culture. The chi-square test indicated that the aboveis ‘Rejected’.

5.3 Findings and conclusions

The findings are based on study conducted on Manufactures, Distributors and Retailers so as to understand the administrative practices as follows:

Manufacturers:

1. Most of the Manufactures were observed to be proprietors of the garment business (66.03%), unique thought processes were sees concerning Manufactures in business of readymade garments. Right off the bat the greater part of them was in privately-run company (56.60%).

2. Most manufactures were observed to be having numerous mix of business status, that is, they were either manufactures or wholesalers or even into retailing.

3. It was watched that most producers wanted to have their image enlisted (57%). However, most manufactures favored mass unbranded generation of garments in order to target substantial masses from various factions of the general public.

4. Every producer had taken after an estimating approach for generation in view of a few components. Populace incline was a main consideration favored in determining of assembling (44.28%).

5. on the authoritative front Manufactures liked to characterize their areas of expertise relying upon the garment sorts.

6. It was watched that 37.69% of Manufactures wanted to make youngsters garments.

7. Most Manufactures of readymade garment in Pune wanted to have a yield of more than 2000 garments (77.35%). These figures at some point give off an impression of being misrepresented causing overproduction of a normal garment sort.

8. Most of the Manufactures liked to take a shot at their own in the creation division (30.23%).

9. In instance of regulatory arrangement of the workers it was noticed that 48.38% of producers liked to run their office all alone. This was a noteworthy downside watched causing poor introduction of polished skill.

10. In instance of fund and deals office it was watched that the Manufactures wanted to investigate the issue all alone.

11. It was watched that around 67% of Manufactures liked to have an arrangement for their generation plan for progress. This was a decent marker demonstrating the attention to advertise require.

12. It was watched that 42.85% of Manufactures wanted to have 2 outline accumulations in a year.

13. Most Manufactures offered inclination to talented and effective laborers in order to build their generation.

14. Most Manufactures favored additional time to deal with the occasional request of readymade garments.

15. Most Manufactures accomplished the market by fulfilling the client needs (40.98%).

16. Manufactures utilized different methodologies to achieve the market to develop their business.

17. About 56.52% of Manufactures confronted an issue because of shopping centers. One might say that the genuine issue was because of foreseen rivalry because of shopping center culture.

Distributors

1. Most of them liked to bargain in gentlemen garments. This was a range of worry in the discoveries as it was hard to gauge the correct amount of sexual orientation particular garments made sold in the market.

2. Most of the distributors (32.92%) favored giving 'money discount'.

3. Most distributors favored choosing the 'brand astute' example to be kept in their store (about around 43.02%).

4. Most of the distributors (53.84%) liked to hold the garment for a brief time of two weeks.

5. Most distributors (around 35.55 %) favored spending on promoting their garment gathering.

6. About 57% of distributors favored procuring master administrations for the offers of the readymade garments.

7. Most distributors (around 46.93%) liked to utilizes master benefits in their organization

8. The noteworthy issue watched was Octroi/deals and assessments where around 33.96% distributors needed to confront this circumstance. This was particularly because of the Government approaches and the focal area of Pune city between different metros.

9. In instance of Administrative practices and arrangement most distributors favored convenient installment to their staff individuals.

10. There were a few variables considered before obtaining of readymade garments by generally distributors. It was watched that most distributors (around 24.80%) favored credit office/money markdown. Following this nature of item was favored by the distributors (around 22.48%).

11. Distributors confronted a noteworthy effect of the up and coming shopping center culture on their business of readymade garments.

Retailers

1. Out of 178 retailers reviewed, around 76.40% were proprietors.

2. Most of the retailers liked to offer increasingly that 2-4 garment sorts; around 43.25%. There were couple of retailers who wanted to keep more there 4 sorts of garments in their store (39.32%).

3. The deals focus as for garment retailers on Pune was genuinely great; an expansive fragment around 60.11% had a turnover of 20-50 lakhs for each annum.

4. It was watched that around 46% of retailers were confronting monetary issues.

5. About 81.46% of retailers said that there was impact on deals.

6. Amongst the retailers around 62.92 % wanted to offer ladies' wear trailed by 39.32% of retailers offering men's wear. This finding again demonstrates that there is an absence of coordination between merchants; as most wholesalers liked to bargain more in men's garments.

7. Most of the retailers wanted to have their store close to the market.

8. The retailers in Pune city were seen to be exceptionally cutting edge. Around 56.17% of retailers like to extend their current business.

5.4 Recommendations and Suggestions

Based on the findings it can be said that the administrative practices of readymade garment industry in Pune have scope of improvement with respect to several factors;

Manufacturers

1. The organization must be more expert; as the vast majority of the organizations are exclusive in nature the greater part of them like to deal with the business all alone.

2. There is no coordination on the sort of garments makes in light of sexual orientation characterization. There are odds of overproduction and over stocking of a specific garment sort in the marker. Along these lines this will require an expert organization and coordination by understanding the market require.

3. Multitasking or blend of assembling, dissemination and retailing was seen in the RGI market of Pune. In this way an expert authoritative office for each errand is recommended for better future prospects.

4. Although most manufacturers are proprietors, the idea of administration pecking order ought to be executed to take proficient choices and strategy making. In this manner can be suggested that such regulatory practices will help in building up an expert business.

Wholesalers

1. An effective staff was favored by most; however there was dependably an absence of such aptitude sets. Therefore it is prescribed that the RGI market of Pune should concentrate on a Training project to have better talented staff on different managerial fronts.
2. Finance was a noteworthy issue seen by the vast majority of the RGI market of Pune to raise their business. It can be prescribed that to defeat such circumstance they could interest for some administration sponsorship and credit office.
3. Octroi and deals charge was a noteworthy issue seen by the RGI market of Pune. Because of the focal area of city between other encompassing metros; the travel of merchandise is exhausted. To conquer such circumstance the RGI of Pune should interest for an appropriation for the legislature. In the event that the Octroi and deals charge are in charge there will be better prospects for the RGI market to grow with quality items.
4. There is no coordination amongst manufacturers and wholesalers on the kind of garment fabricated and the request. It was seen in few cases that men's garments were produced everywhere and couple of wholesalers were occupied with managing more with ladies garments. Along these lines it can be proposed that there ought to be a focal organization that can control the request and production network.

Retailers

1. Most retailers had their own managerial and showcasing approach. As a large portion of them were proprietors there was need prepared staff. It can be proposed that a legitimate preparing is required to run a garment retail shop. The staff ought to be all around qualified who truly comprehend the mold drifts and can conveys the same.
2. The retailers frequently confront an issue of stocking the garment for over two months. It can be proposed that a typical distribution center idea can be created for tackling this issue.
3. Retails regularly rely upon the wholesalers for submitting their request. In the event that the retailers can specifically put arrange with manufacturers it can be proposed that this will enable clients to interest for a modified form if required.
4. Although Malls are rivaling little retailers; it can be proposed that retailers give a systems administration different retailers to explain the requirements of clients.

5.5 Future Trends

One might say that in future the readymade garment industry has a wide degree for development and extension at different fronts thinking about the changing needs and requests of the general public. The examination shows that the readymade garment market and its organization in Pune need an association where all readymade garment issues can be comprehended and enhanced. The exploration has given wide thought regarding the whole procedure from assembling to retailing and in addition the reaction of clients in the whole procedure. With changing patterns and modernization there is degree for encourage advancement thinking about the new approaches executed by the administration.

APPENDIX-1

Questionnaire for Manufacturers

(Please tick in the Box provided/specify the appropriate options)

PROFILE:

1. Name of the firm :____

**2. Type of firm : **____

a. Entrepreneurship/proprietor :___________________________________

b. Partnership :____

c. Pvt. Ltd :____

d. Import/Exports :____

e. Others … :____

3. Firms Address: ____

4. Number of years in business:

5. How did you get into this business?

a. Inspired by anyone

b. Family business

c. Need of market

d. Because of competition

6. What is your business status?

a. Only manufacturer

b. Mfg.& whole seller

c. Mfg.& distributors

d. Mfg. as well as retailers

e. Others **…**

6. Is your product brand is registered?

a. Yes

b. No.

c. Applied

PLANNING:

7. What factors do you consider before forecasting Production policy?

a. Population trends

b. Technical environments

c. Price level

d. Govt. policies

e. All of the above

8. What are the objectives of your business?

a. Profits

b. Build reputation

c. Make international brand name

d. Export/Import

e. Other **…**

ORGANISATION:

9. Which of the following department do you have?

a. Production dept.

b. Purchasing dept.

c. Finance dept.

d. Marketing dept.

e. Personnel dept.

f. Research dept.

g. Other

h. None

10. How many department do you have and how many employees are in each department?

Dept. Name	OWN	Less than5	5-10	10-15	15-20	20 & above
Production dept.						
Office & administration dept.						
Financedept.						
Sales &mktdept.						
Other dept.						

CONTROL:

11. Do you prepare any budget?

a. Yes b. No

If ―yes‖ specify ……

PRODUCTION:

12. Which type of garments do you manufacture?

a. Garments for Men

b. Garments for Women

c. Garments for Children

d. Others, Specify

13. What is the total number of machinery?

a. Less than 10

b. 10-20

c. 20-30

d. 30-40

e. 40-50

f. Above 50

14. What is the total output (pieces) in a month obtained from all machines?

a. Less than 500

b. 500-1000

c. 1000-1500

d. 1500-2000

e. 2000 above

15. Which specific brands of machine are in use?

____

____

16. From where do you purchase the raw material?

a. Maharashtra- Mumbai,

b. Punjab - Ludhiana

c. Gujarat – Surat

d. South India

e. China

f. Bangkok

g. Other, Specify ….

17. Which system do you follow for material handling?

a. Manual Systems

b. Computerized systems

18. Do you undertake job inspection?

a. Yes

b. No

19. How do you plan for production schedule?

a. Based upon advance booking

b. Based upon last year sales

c. Based upon your strategies

d. Other **…**

20. Do you take job work as per client‘s requirement?

a. Yes

b. No

21. How many collection do you design in a year?

a. 2

b. 4

c. 6

d. Other **…**

22. How do you design your product?

a. Through own R&D design section

b. Based upon sample given by customer

c. Other …

23. What modern techniques do you use to increase the production?

24. How do you manage off- season production

a. By reducing the production

b. Bring out old stock

c. Giving more discount

d. Exhibitions

e. Others …

25. How do you manage seasonal demand production on time?

a. Overtime

b. Job work

c. Taking orders before season

d. Others …

26. How do you manage the production infrastructure?

a. Use it for 3-4 years

b. Change and update frequently

c. Use infrastructure that works smoothly with no interruption

PERSONNEL:

27. What are the total number of employees in your organization?

a. Less than 15

b. 15 – 30

c. 30 – 45

d. Above 45

28. What is the total number of administrative staff?

a. Less than 5

b. 5 – 15

c. 15 - 25

d. Above 25

29. How do you recruit employees?

a. through institution

b. through advt.

c. Through family and friends

d. through consultancy

e. Others **…**

30. What is the criteria's/qualification for selection of employee

education	experience	references	Non availability employee	seasonal	all
Workers					
Designers					
Accountant					
Admin staff					
Sales&mkt staff					

31. Do you follow any contractual system with employee?

a. Yes

b. No

If ―yes‖ with whom…………………………………

32. How do you pay your workers?

a. Daily wages

b. Fix salary

c. Piece rate wise

d. Others **…**

33. What facilities do you provide for employees?

Training	**Edu allow**	**Medical**	**Food**	**Trav. allow**	**Flexi time**
workers					
Administrative staff					
Sales/mkt					

34. Which system do you follow to motivate employees?

Increase Sal	**Promotion**	**Incentives**	**Awards**	**other**
workers				
Administrative staff				
SALES/Mkt staff				

35. How do you handle non performing employees?

a. Giving training

b. Threats

c. Salary reduce

d. Termination

e. Other **…**

36. Which type of employees is difficult to get in the industry?

37. In a year what is the numbers of terminating of employees?

a. None

b. 0-2

c. 2-4

d. Above 4

OFFICE MGMT:

38. Do you have a separate office?

a. Yes

b. No

39. Do you have any office- in-charge?

a. Yes

b. No

40. What all office equipment do you have?

a. Computers

b. Printers

c. Internet

d. Fax

e. Stock of stationeries.

f. Office furniture

g. Others …

MARKETING /SALES:

41. What is the annual turnover (in Rs?)

42. What is the number of employees involve in the sales and marketing?

a. Own

b. Less than5

c. 5 – 10

d. 10- 15

e. Above 15

43. How much of your total sales do you allocate for promotional activities

a. Less than 1% of sales

b. 1 – 3%

c. 3- 5%

d. others **…**

44. How do you achieve the market required in time?

a. By satisfying customers' needs

b. By putting more efforts

c. Taking opinion of buyers

d. Others **…**

45. How do you ‗catch hold ‘with market trends?

a. By seeing new fashions on media

b. By special designers

c. By demand

d. Others **…**

46. How do you reach the market to grow your business?

a. On your own

b. Agents

c. Whole sellers

d. Retailers

e. Distributors

f. Institutions

g. Corporate industry

h. IT sector

i. Others **…**

47. Which type of payment mode is used frequently for ―Supplier‖?

a. Cash carry

b. Credit system (Specify the period……….)

c. Credit Card d. Other

48. Which type of payment mode is used frequently by ―Customers‖?

e. Cash carry

f. Credit system (Specify the period……….)

g. Credit Card

h. Other **…**

49. Do you sell directly to the malls?

a. Yes

b. No

50. To whom do you supply; please specify numbers:

	No. in Pune	**No. outside Pune**
Wholesalers		
Distributors		
Retailers		
Agents		
Area sales managers		

DEVELOPMENT & OTHERS:

51. What are the basic problems faced in manufacturing?

a. Raw material

b. Buyers

c. Market

d. Power supply

e. Octroi

f. Sales tax

g. Changing government policy

h. Fashion change

52. What are your future plans for business?

a. Expansion

b. Export/ Import

c. More into corporate and organizations

53. Do you face any problem due to the following …

a. Malls

b. Corporate

c. Wholesalers

d. Distributers

e. Retailers

f. Others specify …

54. Have you taken any loan for business?

a. Yes b. No

If _Yes 'taken from…

a. Bank

b. Private institute

c. From family

d. Others

55. How frequently do you require loan?

a. Once in a year

b. As per requirement

c. Seasonal

d. Off seasonal

e. Other …

56. ―Do you feel Pune has a scope for Bigger Ready-Made Garment industry‖? Please give your valuable Comment:

Questionnaire for Distributors

(Please tick/specify the appropriate options)

PROFILE:

1. Name of the firm:

2. Type of firm:

a. Entrepreneurship/proprietor

b. Partnership

c. Pvt. Ltd

d. Import/Exports

e. Others

3. Firms Address:

4. Number of years in business:

5. How did you enter into this business?

a. Inspired by anyone

b. Family business

c. Need of market

d. Because of competition

6. Types of products dealing with:

a. Gents garments

b. Ladies garments

c. Kids garments

d. Others specify

PLANNING:

7. On which condition do you place the order or do the purchase?

a. on consignment base

b. on commission base

c. on credit base (specify the period……………..)

d. on cash disc facility.

8. Which brands and company garments do you deal in?

9. Are you satisfied with the products you are dealing?

a. Yes

b. No

ORGANISATION:

10. How do you maintain the stores?

11. How long do you keep the products/collection?

CONTROL:

12. What methods do you apply to clear the stock?

a. Two weeks

b. One month

c. Three months

d. Half year

e. Other specify

13. How do you want to explore your business?

a. As manufacturer

b. As wholesaler

c. As retailer

d. Others

14. What are the difficulties you are facing with the buyers?

a. Buyers are easily convinced

b. Buyers take more time to be convinced

c. Buyers are attracted to the schemes

d. Buyers are attracted to more credits

e. Buyers are attracted to good quality products at cheaper rates

15. What strategies do you follow for promoting your products?

a. Road show

b. Fashion show

c. Mass addressing

d. Media support

e. Individuals

f. e-shopping

g. Others specify

PRODUCTION:

16. How much do you spend on advertisement (on an average per month?)

17. How much contribution do you get by advertising?

18. What plans do you have to achieve so as to near market requirement?

a. By brands

b. By varieties

c. By services

d. By credit facilities

19. How do you expand your distribution?

a. Factory clearing sale

b. Giving more distribution to retailers

c. Sales exhibition

d. Others specify

20. Have you appointed expertise for the following activities?

a. Planning

b. Administration

c. Marketing

d. Others specify

21. What kind of problem do you facing in your business?

a. office staff problem

b. in-sufficient business space

c. supply problem from company-timely delivery etc.

d. Octrio /sales tax people trouble.

22. What all facility do you get from company as wholesaler/distributor for increasing sale?

23. What all activity you do for promoting any new brand/increase the sale of your product?

24. What all brands/non branded product you are selling?

25. Name the brand or total no. of brands?

PERSONNEL:

26. How do you recruit your staff?

a. through any advt. agency

b. through placement agency

c. through any reference

d. experience / fresh

27. What is your future plan as distributor/wholesaler?

a.may be put up manufacturing plant

b. may be put up retail showroom n cater direct customer.

c. do the expansion in same business.

d. happy as I'm.

28. Do you get effect through mall culture?

29. Don't you feel after mall system distributor/wholesaler will vanish/illuminate from supply chain?

30. What all factors do you consider before purchase?

a.quality of the product

b.easily available.

c.price range of the product.

d.branded/non branded

e. good mark up/down

f. credit facility/cash disc.

MARKETING/SALES:

31. Do you motivate by manufacturing company to increase the sale of the product.

a. giving more margins/commission

b. owing to brand reputation

c. price range

d. Designs

32. Number of person working in your organization?

33. Any website? Please specify, are you getting any business thru _website?

34. What all problems are you facing after mall culture start in the market?

35. .how do you find potential of Pune market?

36. How do you find overall retailers of Pune?

grade	**order/purchase**	**payment**	**no.of retailers/total**
Excellent			
Good			
Poor			

37. What all facility provided to your staff?

a. timely payment

b. incentives

c. commissions

d. food/travelling exp.

e .advance payment etc. 202

Questionnaire for Wholesalers

(Please tick/specify the appropriate options)

1. Name of the firm:

2. Type of firm:

a. Entrepreneurship/proprietor

b. Partnership

c. Pvt. Ltd

d. Import/Exports

e. Others

3. Firms Address:

4. Number of years in business:

5. How did you enter into this business?

a. Inspired by anyone

b. Family business

c. Need of market

d. Because of competition

6. How many types of garments do you sell please list?

a. Gents wear

b. Ladies wear

c. Kids wears

d. Others specific

7. Do you supply only to?

a. Corporate

b. Organizations

c. Only retailers

d. Shopping malls

e. Others specify

8. How many retailer do you supply in Pune?

9. Which type of garments do you prefer to sell?

a. Branded only

b. Unbranded only

c. Both

10. Are you also in retail business?

a. Yes (reasons)

b. No (reasons)

11. What is your monthly turnover (average?)

12. How may number of employees have you appointed?

13. Do you give credit?

a. Yes

b. No

14. What are your future Plans?

a. Expansion

b. Getting more brands

c. More profits

d. Modification of existing business

e. Planning of manufacturing

f. Entering into retail business

Questionnaire for Retailers

(Please tick/specify the appropriate options)

PROFILE:

1. Name of the firm:

2. Type of firm:

a. Entrepreneurship/proprietor

b. Partnership

c. Pvt. Ltd

d. Import/Exports

e. others

3. Firms Address:

4. Number of years in business:

5. How did you enter into this business?

a. Inspired by anyone

b. Family business

c. Need of market

d. Because of competition

6. How many types of garments do you sell please list:

7. What is your monthly turnover (average?)

8. Are you satisfied as retailer?

9. Under what category is your store?

a. EBO

b. MBO

c. Franchise

d. Others specify

10. Why do you prefer selling branded products?

a. Get good margin

b. No problem of stock maintenance

c. Demand

11. What is your monthly turnover (average?)

PERSONNEL MANAGEMENT:

12. How do you get you buy the products

a. By visiting various wholesalers

b. Directly from manufacturers

c. From distributors

d. From agents

13. Are you happy with Pune‘s garment distributors?

a. Yes

b. No

c. Reasons

14. Are you happy with Pune‘s garment whole sellers?

a. Yes

b. No

c. Reasons

15. Are you happy with Pune‘s garment manufactures?

a. Yes

b. No

c. Reasons

16. What do you expect from Pune city as a retailer?

a. Only more customers

b. Good sales team

c. Good branded designs

d. Sales promotion activity

e. Infrastructure

f. Varieties

17. How do you maintain outdated stocks?

18. How do you maintain space?

19. How do you maintain workers (seasonal and off- seasonal)?

20. How do you maintain suppliers? Please specify

21. Do you have any finance related problems?

a. Yes

b. No

22. Do you face any display problem?

a. Yes

b. No

23. Is there any effect of location on display?

a. Yes

b. No

24. Is there any effect of Mall in the business?

a. Yes

b. No

CUSTOMER:

25. How do you attract customers?

a. T.V advertisement

b. Hoarding

c. Newspaper advertisement

d. Exhibitions

e. Others specify

26. What are your future plans?

a. Have chain of stores

b. Maintain good stock

c. Satisfy customers

d. Happy with present status

27. Which promotional activities do you apply in your business?

a. Advt.

b. Fashion shows

c. Exhibition

d. others

28. Describe stores potential:

NO.OF BRANDS/NAME IT	**NO.OF STAFF**	**SALES/DAY**	**TENTATIVE PURCHASE/ MONTH**	**TOTAL SALE**

29. .purchase from?

a. Direct from manufacturer

b. Distributor/wholesaler

c. Others

30. Do you have customer relationship record book?

31. How do you attract your customer?

a. By giving good sales man ship

b. By giving additional disc.

c. Keeping lucky draw coupon

d. Installment facility for the payment to increase buying capacity

SALES MANAGEMENT:

32. What all product you are selling?

a. Men‘s wear

b. Woman‘s wear

c .kid‘s wear.

33. How do you do the purchase of the product

a. in fairs and exhibitions

d. In conference of brands

c. visit personally to company/distributor/wholesalers office.

d. Company /distributor person visit the store n place the order to them

e. Specify areas of purchase like Mumbai,surat,A'bad,Banglore,Delhi etc.

34. What all factors do you consider before purchase?

a. quality of the product

b. Easily available.

c. Price range of the product.

d. branded/non branded

e. Good mark up/down

f. Credit facility/cash disc.

35. What all facility provided to your staff?

a. Timely payment

b. Incentives

c. Commissions

d. Food/travelling exp.

e. advance payment etc.

36. How do you get motivated by manufacturing company /distributor to increase the sale of the product?

a. Giving more margins/commission

b. Owing to brand reputation

c. Price range

d. Designs

e. Advt. support

f. Shop n shop concept

g. Consignment base system

h. Minimum guaranty basis.

37. How do you select readymade garment store to be start?

a. Near market/college/restaurant/office

b. As per my budget.

c. No bar –may be on rental basis

d. By proper survey n exact requirement of the market.