

Textile export up 5.4% in FY15

BS REPORTER

Mumbai, 1 June

Textile and clothing export from India rose a marginal 5.4 per cent in 2014-15, despite unfavourable government policies, complain companies in the sector.

According to The Cotton Textiles Export Promotion Council (Texprocil), textile and clothing export was \$41.4 bn in 2014-15 as against \$39.3 bn in 2013-14. "We require a level playing field in terms of interest rates, timely release of incentives and policy support as our competitors enjoy. Through basic manufacturing, we are very much competitive. But, because of these other issues, we become uncompetitive," said R K Dalmia, chairman, Texprocil.

Export of cotton textiles and raw cotton touched \$11,353 mn in 2014-15 as against \$13,306 mn in 2013-14, a fall of 14.7 per cent.

It's ethnic wear all the way in Indian fashion

INDIA is one of the most diverse countries in the world and the retail business here is unique compared with other developing markets across the world. We, despite our different demographics, careers, preferences and lifestyles, still have that 'Indianness' in our blood.

I am absolutely sure about it, as I have spoken to clients and interacted with people for almost two decades and I still see that same feeling passing on from one generation to another. My point here is simple: even today, in the modern era, India still loves wearing Indian traditional and ethnic clothes as much as they like their western wear.

I don't think this 'Indianness' will ever go, as ethnic clothes are about elegance, class and style. This attitude and lifestyle pattern are really taken up very well by certain brands and they have started their own retail chains consisting of Indian ethnic wear (mostly pret). Today they are reaping benefits from it and are expanding to more locations in the country.

I had said in my previous article that with the resurgence of so many international retail brands making their way to India and with the e-commerce buzz, the market is really competitive. Though the advantage with these ethnic brands is that their product line is unique and international brands cannot compete with them in the same zone and also they already have a

BUSINESS OF FASHION

GAUTAM GUPTA



EFFORTLESSLY ETHNIC: One can never go wrong with, say, a Manish Malhotra *lehenga* in India

strong established presence in the market. They are established with their supply chain, vendor management and retail management.

Investors who are bullish with these brands understand the versatile nature of the Indian consumers. This is the reason when Everstone, a company that has \$2 billion worth investments in India, chose Ritu Kumar as one of its first picks in India and invested in the brand, it came as no surprise. This clearly shows the interest international investors have in our ethnic brands.

If rumour mills are to be believed, we are expecting more such investments in Biba apparels, Anita Dongre's AND and a few other retail brands as well. Some brands already have investments from franchise models by domestic investors, which has proved to be another successful route to expand. Biba has gone a step further by collaborating with ace designers, such as Manish Arora and Rohit Bal, focusing on a premium market. This gave it an edge over other brands. Another aspect for which I must credit these brands is the fact that they gave respect to the e-commerce buzz and made their presence felt in online, too.

Despite these terrific success stories it won't be a smooth road ahead as the challenges are not one sided. It is not just about more brands entering this particular segment, but also more about being able to achieve decent returns on investments on a continuous basis. Also, in this fast changing world of fashion, one has to be very careful with their merchandise and inventories, as they can't afford errors in judgement. Time will tell who plays this game better.

(The writer is a Delhi-based fashion designer)



The Director General of NIFT, Prem Kumar Gera with his students (right) and a practical session in progress (above); a student of Raffle Design institute (below-far right).

By Education Mail Bureau

LAST year, when Prime Minister Narendra Modi announced his make in India vision, one of the first sectors to register a surge in growth was textiles. Apparel exports to the U.S., its single largest market, rose by nearly 7 per cent from January to August 2014, compared to an average 2 per cent annual growth in the previous five years, according to the U.S. Department of Commerce.

The textile sector is also the second largest employer in the country with companies looking for qualified youth with a creative bent of mind.

Where to apply

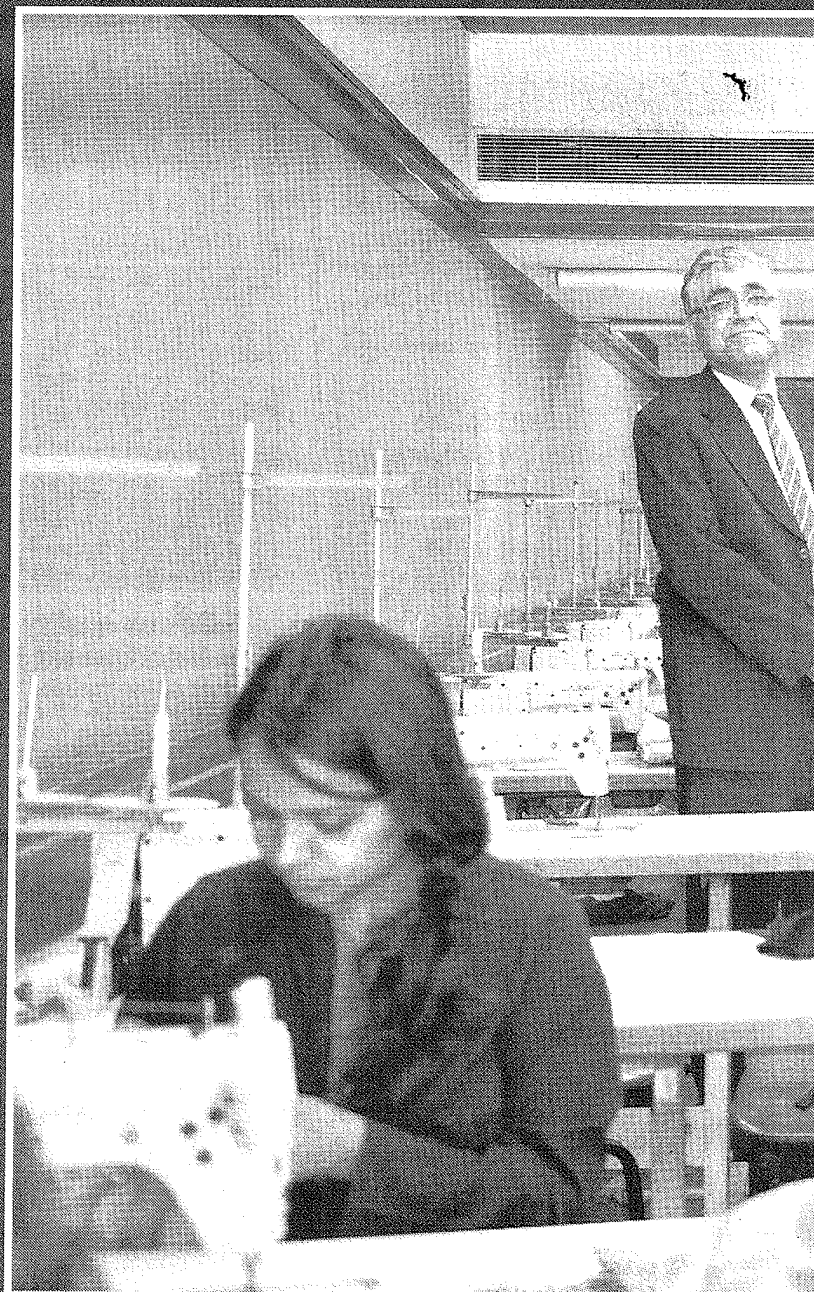
National Institute of Fashion Technology (NIFT) is one of the leading institutes set up by the Ministry of Textile to impart professional qualifications in textile designing. NIFT today has centres in all metros and in a majority of Tier-I cities in the country. In addition to NIFT, there are also a number of fashion and design institutes that offer short-term courses, diploma programmes and graduate as well as post-graduate courses in textile designing such as JD Institute of Fashion Technology, National Institute of Design, National Institute of Fashion Design, Arch Academy of Fashion and Apeejay Institute of Design. While the minimum eligibility for diploma or graduate courses is class XII, for post-graduate programmes the applicant should have a graduation in textile design or a relevant subject.

Skills required

Aptitude of course, is essential. But this alone will not lead to long term success in this highly

The Indian textile sector is on a growth trajectory despite uncertainties and looking to hire fresh talent to keep up the pace

LOOMING



Textile sector is the second largest employer in the country after agriculture.

Exports to the U.S. rose by 7 per cent from January to August 2014.

Candidates with computing, technical and creative skills in great demand.

and other design software can be an added advantage for a fresher.

Key responsibilities

Though a designer prefers to work in a calm and composed environment, exchange of

FABRIC FACTS AND BENEFITS

Knowledge of colours, textures and motifs also essential for prospective aspirants.

Starting salary ranges from ₹2.5 lakh to ₹4 lakh, depending on the firm.

Important to be aware of market trends and people's preferences.

Preparing a design portfolio vital in making a successful pitch to an employer.

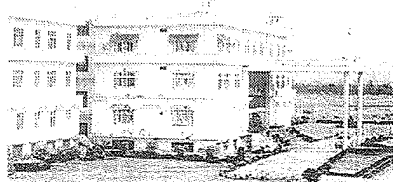
ideas and opinions is a part of his/her job. Without the knowledge of market trends, people's preferences and familiarity with technological developments, a designer cannot hope to create innovative designs. To meet these demands, a

designer have to frequently interact with the marketing team, technical staff, sample coordinators and even with the customers whenever a situation arise.

He/she should also check and approve samples of the com-

AMRAPALI HOSTS SAFETY SESSION

MORE than 100 Civil Engineering students from Mewar University, took part in an orientation programme on safety organised by the Amrapali Group. The programme is a part of the group's endeavour to make youngsters self-reliant and employable. Various dignitaries from the group including P.N. Singh, Mrityunjay Kumar, Rishi Kumar, Manoj Peterson and Pankaj Tyagi addressed the



students. Prashant Unpadhyay, Associate Lecturer, Mewar University was also present on the occasion. The training session concluded with a cultural programme.

NEWS ALERTS

INDIAN STUDENTS WIN AIRBUS FLY YOUR IDEAS

MULTIFUN, a team of Indian students from the Netherlands-based Delft University of Technology, has been crowned champions of the fourth edition of Airbus Fly Your Ideas global student competition. The annual event organised in partnership with UNESCO is aimed at encouraging next



generation innovators to come up with disruptive ideas in the aviation sector. The final round of the competition was held in Hamburg, Germany, recently.



POWER

pleted items based on strict quality parameters and also assist senior designers to complete a project within the stipulated timeline.

Career prospects

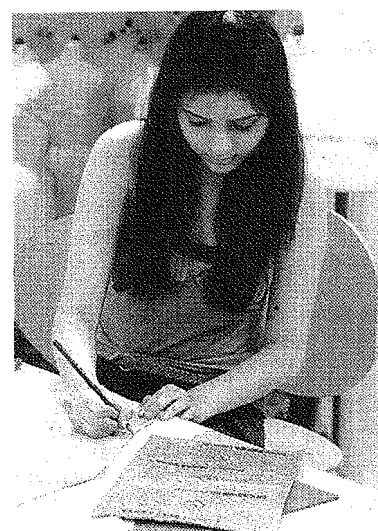
Though textile designing is about creating knitted, printed or woven patterns (motifs) on clothes, curtains, bed sheets, carpets and on all types of hosiery items, it also plays a pivotal role in the fashion industry too. Textile designers contribute immensely to the growth of export houses, buying houses, design studios, films & television studios and retail chains besides serving conventional manufacturers in

textile, garments and furnishing industry.

Remuneration

The first thing to do after completing a course in textile designing is to prepare a design portfolio to exhibit your talent before a prospective employer.

A fresher can get an annual salary package ranging from ₹2.5 lakh to ₹4 lakh with an expected increment of 20 to 30 per cent after two years of work experience. There are also several designers who prefer to work only as freelancers and earn handsome compensations. Overseas markets such as the U.S., France, Japan and Italy too offer bright prospects for talented Indian textile designers.



FORE SCHOOL REGISTERS ROBUST PLACEMENTS

STUDENTS of FORE School of Management, Delhi, received their graduation certificates as part of a convocation ceremony held in the campus last week. The school, which recently won the best B-School award from the trade body

ASSOCHAM, saw a total of 255 students receiving their PGDM certificates. The average salary package at the school this year was ₹8 lakh. Over 75 recruiters visited the campus this year including 22 new recruiters.



Textile parks likely to bring in ₹37,000-cr investment

OUR BUREAU

Kolkata, June 1

The West Bengal government has made an ambitious plan to attract around ₹37,000 crore in the State through 10 textiles clusters or parks. Chief Minister Mamata Banerjee on Monday said these proposed projects were planned to fetch a total estimated investment of more than ₹37,000 crore, which includes setting up of parks. These will provide employment to 6 lakh people.

According to estimates, the development expenditure of these projects will be about ₹9,159 crore and investment in more than 40 units could be ₹26,100 crore.

The State will provide land for five units — one in Bankura, two in Kolkata, one in South 24 Parganas and one in Howrah district.

The State expects ₹8,500 crore investments in the government-assisted Hosiery Park at Jagadishpur in Howrah for knitwear and ready-

made garments to be developed by West Bengal Hosiery Association at a cost of ₹3,100 crore.

Regent Garment Park for knitwear and apparel industries, proposed to be developed by a private enterprise at Barasat in North 24 Parganas, is also projected to attract ₹8,500 crore in setting up units. Its development cost has been estimated at ₹2,900 crore.

The State has offered land for another integrated textile park at Belur in Howrah in public-private partnership. This is estimated to cost ₹1,050 crore for development and may attract ₹3,000 crore worth of investments in power looms, readymade garments and textile processing units.

At Ashok Nagar in North 24 Parganas, one such project will be developed at a cost of ₹600 crore. It is estimated to have an investment potential of ₹2,250 crore.

Texprocil expresses concern over drop in exports

M. Soundariya Preetha

COIMBATORE: The Cotton Textiles Export Promotion Council has expressed concern over the drop in cotton textile exports in 2014-2015 compared to the previous year. R.K. Dalmia, Chairman of the council, has said in a press release that the over all exports of textiles and clothing from the country touched \$41.4 billion last financial year against the target of \$45 billion. Export of raw cotton registered 2.2 per cent negative growth and export of cotton textiles (including raw cotton) declined by 14.7 per cent drop.

The 15 per cent growth envisaged this year, can be achieved with 'timely support' from the Government. It should include cotton textiles under three per cent interest subvention scheme, release funds for the Technology Upgradation Fund Scheme (TUFS), and recalibrate the product under the Merchandise Exports from India Scheme. The delay in getting duty drawback amount has further aggravated the situation for the exporters, he said.