

Textile and Leather Sector

Glance to its features, role
and stand in Indian Market

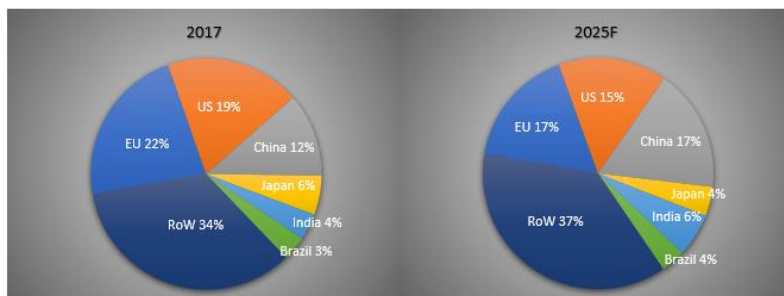


Textile Industry Overview!

- The domestic textiles and apparel industry contributes 2% to India's GDP, 7% of industry output in value terms and 12% of the country's export earnings.
- The textiles and apparel industry in India is the second-largest employer in the country providing direct employment to 45 million people and 60 million people in allied industries.
- India has also become the second-largest manufacturer of PPE in the world. More than 600 companies in India are certified to produce PPEs today, whose global market worth is expected to be over \$92.5 bn by 2025, up from \$52.7 bn in 2019.
- FDI in the textiles and apparel industry has reached up to \$3.45 bn during 2020
- Exports in the textiles and apparel industry are expected to reach \$300 bn by 2024-25 resulting in a tripling of Indian market share from 5% to 15%.



Global Apparel Consumption – Country wise share



Source: UN Comtrade, Wazir Analysis, Televisory's Analysis

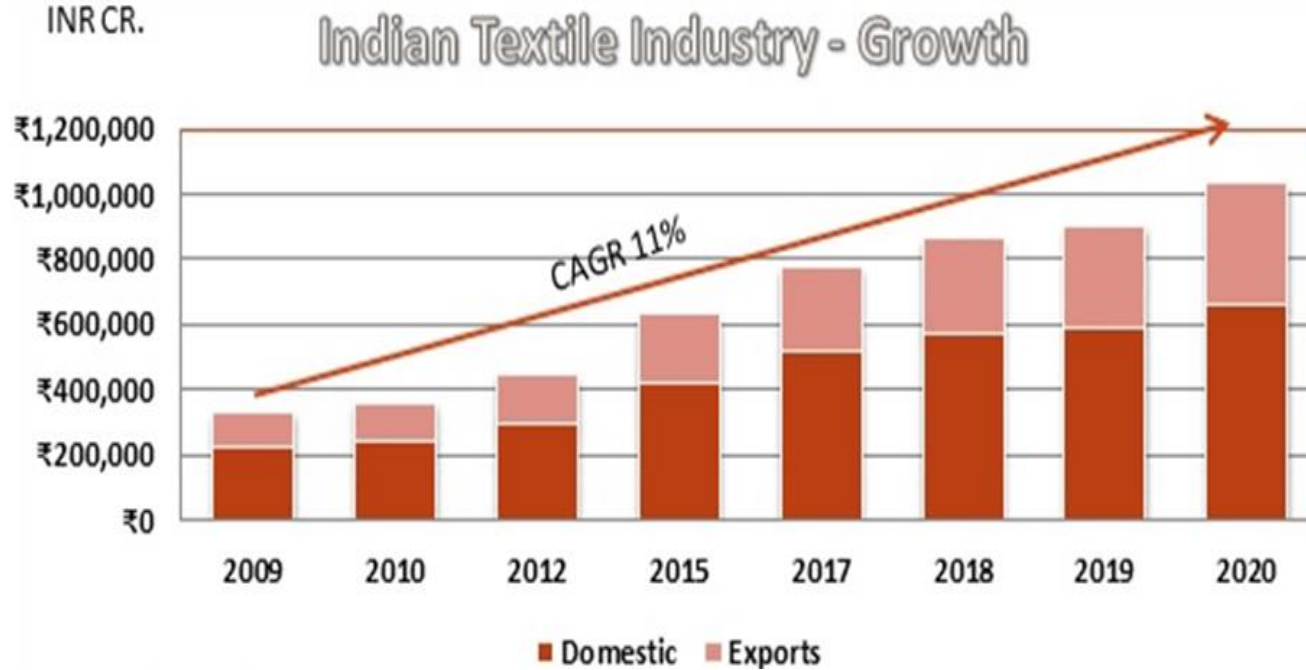


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Growth Face of Textile Industry



Growth drivers

- Abundance of raw material
- Presence of entire value chains
- Competitive manufacturing costs
- Availability of skilled manpower
- Large and growing domestic market
- Rising per capita income, higher disposable incomes and preferences for brands
- Organized retail landscape & e-Commerce
- Increased focus on technical textiles due to growth of end-user industries such as automotive, healthcare, infrastructure and oil and petroleum

Foreign investment

- Amazon India inks MoU with Silk Mark Organization of India to launch an exclusive Silk Mark Store with Silk Mark labelled products through multiple sellers associated with the organization.
- The Scheme for Rebate of State Levies under FTP 2015-20 will be implemented by DGFT in script mode.
- The Uttar Pradesh government has earmarked more than 77 acre for the proposed Noida Apparel Export Cluster, aiming to get private investment worth INR 900 crore in the infrastructure project.
- India is organizing the world's largest virtual fair for textiles with around 5,000 sellers and 30,000 buyers across the globe.
- Cabinet approves MoU between India and Japan for cooperation in the field of good quality textiles
- MoU to provide certified good quality seeds to jute farmers in the year 2021-22 signed between Jute Corporation of India and National Seeds Corporation.
- Focused Product Investment Scheme launched for manmade fiber segment.

Industry trends



Branded garments

Combination of exclusive brand stores and multi-brand outlets

Technical textiles

Medical textiles, agro-textiles, geotextiles protective clothing

4 way Trend

Man-made fibers

Carpets, conveyor belts, fire-resistant materials

Textile Machinery Manufacturing

Across segments such as spinning, knitting, weaving and processing



Policies & schemes

- Amended Technology Upgradation Fund Scheme (ATUFS)
- Guidelines for development of knitting and knitwear sector under powertex India.
- Guidelines of Yarn supply schemes.
- Technology mission for technical textiles (TMTT)
- Vision strategy and action plan for Indian textile and Apparel sector.
- Integrated skill development scheme
- Merchandise export from India scheme
- National Textile Mission
- Powertex India
- Scheme for integrated textile parks
- Special package for textiles



Employment Opportunities in Textile Sector

Amended Technology Upgradation Fund Scheme is being implemented to upgrade technology/machineries of textile industry with an outlay of Rs.17,822 crore during 2016-2022 which will attract investment of Rs.1 lakh crore and generate employment in the textile sector by 2022.

Under the Scheme of Integrated Textile Park (SITP), Government provides 40% subsidy with a ceiling of Rs.40 crore to set up Textile Parks for infrastructure creation and employment generation. 59 sanctioned textiles parks are under various stages of implementation, once fully operational it is expected to house about 5909 textile units and will generate employment for about 3,61,093 persons.

Apart from the aforesaid programs, Government has been implementing various schemes for promoting investment, production, employment generation in Power loom Sector, Silk Samagra, North Eastern Region Textile Promotion Scheme (NERTPS), National Handicraft Development Programme (NHDP) and National Handloom Development Programme (NHDP) to provide direct job in rural India.

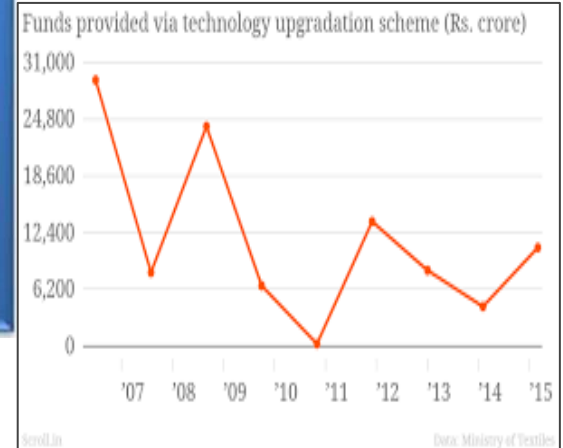
Under the Scheme for development of Knitting and Knitwear to boost production in knitting and knitwear clusters which provide employment to nearly 24 lakh persons.

Challenges in Textile Industry



Major challenges of T&A industry

- Increasing 'cost of business and production'
- Decrease of product price & tight profit margin
- Low value addition
- Reputational crisis for country Bangladesh and Industry Bangladesh
- Inconsistent supply of gas & electricity
- Skilled manpower shortage
- Sloth pace and corruption in public service and bureaucratic red tapes.
- Safety and sustainability concerns
- Quick response and adaptability to fast fashion



Registration Process

Trademark registration

A brand name actually constitutes a trademark. A brand or a brand name owned by an owner may want to keep it under his proprietorship. For this purpose, he needs to get his brand registered. This brand name which is registered using a logo or a symbol, the logo or symbol is then known as a trademark. Brand in India is categorized into several categories and subcategories. One can easily find out the list of the brands available in the country based on the product or services they provide.

Due Diligence

- a. It is advisable to conduct a market survey through an investigating agency etc. to ascertain whether any identical or deceptively similar mark is used for the same goods by any other person in the market.
- b. It is advisable not to imitate another person's trademark or any other well known trade mark even if the goods are different.
- c. Online Search through the records of Trade Marks Registrar can be conducted to check if any mark with similar name exists.

Application

After necessary preliminary due diligence, Trade Mark Registration can be filed with the Registrar of Trademarks. Application can be filed online and also offline. A TM application should be in prescribed format and must have following information: Once you have settled on an appropriate trademark to register, an application to TMR India must include the following:

- A representation of the trade mark;
- Nomination of the relevant classes
- JPEG copy of Logo (if it is for Logo)
- Font & other details in case of word mark;
- Description of the goods and/or services to which it will apply; and
- A translation of any part of your mark that is another language.

·Payment of prescribed fee.

Minimum Investment/Material Required

- Textile manufacturing entails conversion of fiber to yarn, and then to fabric. These are printed or dyed and stitched into clothes. You can open a manufacturing unit for any of these processes. Alternatively, you can be the manufacturer of the textile equipment, dyes and so on. If you don't have an idea how to start a manufacturing business, you need land which can be leased or bought.
- the average price per sq. ft. ranges from Rs.3,300 to Rs.32,000 across the different areas.
- Once the premises are taken care of, another major expense is the equipment - power looms, ring spinning machine, Simplex frame, textile testing equipment, etc.
- For processes after spinning, some of the major equipment that you will require include:
 - Power looms for weaving
 - Knitting machine
 - Tufting machine
- On an average the ring spinning machine costs Rs. 25 lakh. A fabric laser cutting machine can cost between Rs. 4.5 lakh to Rs. 10.5 lakh. On the lower end, the rapier loom costs Rs. 3 lakh - Rs. 10 lakh.
- If you are an exporter in the textile industry, building network is key to growing your export business. In order to find buyers, it is important to take part in events 'Textiles India' by the Power loom Development & Export Promotion Council (PDEXCIL).



Marketing Role in Industry



Startups in India



FLYROBE

Colleges in this field

- National Institute of Fashion Technology (Delhi)
- National Institute of Fashion Technology (Navi Mumbai)
- Anant National University(Bopal, Ahmedabad)
- Poornima University (Jaipur)
- New Delhi YMCA
- National Institute of Fashion Technology (Bangalore)
- National Institute of Fashion Technology (Kolkata)
- Axis Colleges (Kanpur)
- School of Design, Mody University of Science and Technology (Exclusively for Women) (Sikar)
- DOT School of Design (Ambattur OT, Chennai)



Thank you