

SEMESTER I

Course Title: INDIAN AND GLOBAL FASHION (THEORY)

Course Code: MFD/1/CC/012

Unit IV: Associations

- E- Commerce for Fashion Sector
- Apparel Parks
- Apparel Export Promotion Council
- Textile Craft Council.
- Textile Research Associations

E- Commerce for Fashion Sector

The concepts of e-commerce and e-marketplace have revolutionized the fashion industry in more than one way. Not only can one shop from the convenience of the home, one can ensure that favoured brands will still find a way into ones wardrobe.

Research has proved that apparel sales on e-commerce portals have soared beyond the expectation while surpassing the sales of all other categories. B2C growth analysis reports from around the world, especially India, have shown that the influence of the Internet in dictating purchases and shaping sales patterns has increased significantly.

Popularizing regional and traditional garments

In India, e-commerce portals have boosted sales of regional apparel. Right from special variants of ethnic wedding dresses to traditional costumes, the onset of shopping in the digital age has brought Indian handicraft heritage into the limelight. There are many traditional garments in the country whose sales were originally limited to the geographical area where the weaving community was located.

The rise of e-commerce is one of the biggest reasons for traditional and regional apparel becoming trendy. For instance, a Bhagalpuri silk saree was once appreciated by only a select few. However, when it is marketed on an e-commerce portal, a visitor is bound to come across the name, even if it is by accident, thereby increasing the level of awareness among the populace about this kind of saree. Awareness means that there is a potential customer base that can be tapped if needed.

Versatile demographics

Apparel, accessories, jewellery, footwear, books, games, electronics nothing becomes popular until and unless younger men and women are talking about it. It could be boho, it could be elegant, may be couture or simply traditional, but the aim is to generate a buzz within the 15-35

age group. Its important to consider this range because there are many different types of young audiences that can be taken care of by e-commerce portals. There are teenagers who are exploring different kinds of styles and are more open to experimenting with different apparel.

Then come the collegians, the ones who frequent parties, special occasions and social gatherings and therefore always on the lookout for new and inventive or traditional and reinvented clothes. Next, are working men and women who have the maximum amount of purchasing power, especially if they are flying solo .

Lastly, there are adults working men and women who are settling into their groove and therefore stocking up the wardrobe, especially with traditional, exotic garments that will help them stand out in the crowd at social gatherings.

Apparel Park

Ministry of Textiles

Government of India has launched 'Apparel Park for Exports' scheme for imparting focused thrust for setting up of apparel manufacturing units of international standards at potential growth centres.

Considering the stable demand for Indian-made textiles, the central government launched the Apparel Park for Exports scheme. It provides financial assistance to set up apparel parks that house textile manufacturing units. The focus is on making high-quality textiles that are sought after in the international market. The aim is to create a niche in foreign markets for **apparel made in India.**

Objectives of the Scheme

Major objectives of the apparel parks for exports are listed below:

- To improve the quality of our apparel to meet the international standards
- To create and sustain a demand for India-made clothes in markets abroad
- To increase the share of exports in the apparel sector and make it more competent
- To encourage state governments to contribute more **investments**

Implementation Strategy

The Apparel Parks for Exports programme is centrally sponsored, but the implementation is to be done by respective state governments. The state governments have the following responsibilities:

- Provide land at an appropriate location for setting up the park. This is to be done free of cost. Stamp fee may be exempt for transfer of allotted land. The state government may choose to delegate this task to any agency of its choice.
- Basic facilities such as electricity, water supply, telecommunication, drainage or sewerage, and roads will also be provided by an authority designated by the state government.
- State government must ensure that labour laws applicable to the park are flexible so as to facilitate operations.

Salient Features

Important aspects of the apparel parks for **export** are as follows:

- Generally, the size of each park is about 150-250 acres, but the final size is determined on a case-by-case basis
- The location of the apparel park should ideally be close to transportation hubs like ports, railway lines or airports. In any case, the park must be well connected and have easy access to such hubs.
- Uninterrupted supply of raw material and basic infrastructure facilities near the location would be favourable.
- The park will accommodate state-of-the-art apparel manufacturing units, each with a minimum of 200 sewing machines. More emphasis is laid on integrated production units that contain facilities for making ancillary products like buttons, etc.
- To encourage value addition, washing or other processing units can also be established.
- To facilitate **exports**, custom clearance houses, cargo complexes, banking services focussing on foreign exchange may also be set up.
- Effluent treatment plants must be set up to meet environmental standards put in place by both central and state governments.
- Other facilities such as crèches, meeting rooms, exhibition spaces, display areas, multi-purpose hall and marketing centres may also be set up.
- Each apparel park envisions direct and indirect employment of about 20000 people. Existing skill upgradation programmes of the central government may be used to train the workers of the park.

General Process to Avail Assistance

The process flow involved in availing monetary support for establishing apparel parks for export is as follows:

Step-1: Submission of the project proposal to the Project Approval Committee (PAC) along with relevant documents by the applying entity, subject to the satisfaction of eligibility criteria.

Step-2: Evaluation of the project proposal and necessary assessments by the PAC based on parameters such as:

- Potential to **attract investments** in the future

- Generation of employment opportunities
- Efficient production and high productivity
- Capacity to export

Step-3: Approval and sanctioning of apparel park; allotment of land, after ensuring availability of necessary infrastructure, by the state government.

Step-4: Selection of units to be housed in the parks based on the discretion of state government.

Step-5: Timely monitoring of apparel park operations by State Level Committee (SLC) and reporting to the central government. SLC may meet once every quarter for review.

Step-6: The release of funds in phases by the central government based on the progress of the park as reported by the state government. Funds will be routed through SLC; submission of statement of expenditure and utilisation of certificate.

Formulation of Project Proposal

Factors to be considered before formulating a project proposal of Apparel Park for exports:

- Choice of location must be based on connectivity, access to inputs and pre-existing infrastructure facilities. It is recommended that the land must be owned by either the state government or the designated agency.
- The implementing agency for the park must be in place before submission of the proposal. It must have proved experience in the relevant field.
- Clear layout of plans, both physical and commercial, for the park, must be included. It must indicate:
 - Investments
 - Employment opportunities
 - Environmental impact
 - Estimated production
 - Facilities within the park
- Time frame for completion of different phases of the park.
- Cost estimates for various components of the project and detailed financial plan to meet the same.
- Periodical maintenance plan and costs to implement the same.
- Self-sufficiency of the apparel park in the long term.
- Detailed Project Report (DPR), Socio-economic feasibility report and business development plan must be submitted along with the proposal.

Fiscal Benefits

1. 75% of the capital expenditure will be incurred by the State Government on the infrastructural facilities, 25% by the agency - limited to a maximum of INR10 crores.
2. INR 5 crores for setting up of an effluent treatment plant, creche/s, any multi purpose centre/hall for marketing /display etc.

3. Grant upto 50% of the cost of any training facility created in the park - upto a maximum of INR2 crores.

Non-Fiscal Benefits

1. Land free of cost for establishing the park of sufficient size. (The size of an apparel park may be approximately 150-250 acres)
2. The location of the apparel park would have access to ports, airports, rail heads etc., availability of raw-materials and the general level of infrastructural facilities available
3. The designated agency will provide high quality infrastructural facilities like power, water, roads.
4. The park will have garment manufacturing units with each unit having at least 200 sewing machines. It would provide employment to at least 20,000 persons when it becomes fully operational.
5. The State Government will also take the initiative in providing flexibility in labour laws in these clusters
6. provide skill up gradation of the workers employed in the units under its existing schemes, wherever possible
7. The State Government may not charge any stamp fee on the sale/transfer of land. in this park

Apparel Export Promotion Council



“Incorporated in 1978, AEPC is the official body of apparel exporters in India that provides invaluable assistance to Indian exporters as well as importers/international buyers who choose India as their preferred sourcing destination for garments. A quick look at how the Apparel Export Promotion Council (AEPC) has been the moving force behind lot of achievements: From one office in 1978, it has over 12 offices in just a span of 30 years. From just being a quota monitoring entity, AEPC is today a powerful body for the promotion and facilitation of garment manufacturing and their exports. For Indian exporters, AEPC is quite literally a one-stop shop for information advise technical guidance workforce and market intelligence. Members have access to updated trade statistics potential markets information on international fairs and assistance in

participating at these fairs. It also plays a large role in identifying new markets and leading trade delegations to various countries.

A quick look at how the Apparel Export Promotion Council (AEPC) has been the moving force behind lot of achievements:

- It has Head Office in Gurgaon with Registered Office at Okhla and 10 offices pan India.
- AEPC today is a powerful body for the promotion and facilitation of garment manufacturing and their exports.
- For Indian exporters, AEPC is a one-stop shop for information advise technical guidance workforce and market intelligence. Members have access to updated trade statistics potential markets information on international fairs and assistance in participating at these fairs. It also plays a large role in identifying new markets and leading trade delegations to various countries.

AEPC Vision

To promote, support and facilitate Indian apparel industry to enhance its competitive advantage and global positioning in a holistic and sustainable way that is beneficial to all stakeholders of the industry.

AEPC Mission

AEPC attains the vision by facilitating industry to achieve national targets on export promotion, employment generation , productivity enhancement and brand creation in a responsible and progressive manner and thereby providing enhanced value to the consumers in specific and society at large.

AEPC's main objectives

1. To promote, advance, increase, develop export of all types of readymade garments, excluding, woollen knitwear and garments of leather, jute and hemp.
2. To undertake all export promotion measures, particularly to undertake market research, provide inputs for budgets and Foreign Trade Policy, Provide inputs for various FTAs, PTAs and Bilateral agreements, to monitor tariff and other restrictive practices of importing countries, to find out the product range and export prices of garments of other countries, to develop new designs and patterns of garments, to undertake marketing in individual foreign markets, to send trade delegations and missions to foreign countries as well as to survey export potential of ready made garments from the country.
3. To publicize and highlight to importers and the public in foreign countries the advantages of trade and commerce with India and to create a liking for the various types of garments markets for the purpose of continuously and regularly reporting to manufacturers, traders and exporters of garments.
4. To assist members, especially, in the small scale sector by giving assistance in the matter of understanding and implementation of the drawback, rules and procedures, import license facilities provided and how to apply for the facilities.

5. To establish design centers, to evolve improved design and patterns and garments suitable for export, to improve the qualities and standards of the fabrics and garments by importing technical knowhow, to encourage export production of quality garments and to undertake necessary research in fashions, designs and techniques and to encourage manufacture of garments for exports.
6. To undertake training of workers and technical personnel, to improve the skill of workers engaged in garment manufacturing in India and to assist in the technological base of the garment industry.
7. To obtain from members of the Council and to prepare for the council as a whole, action plans for promotion of exports, development of export markets, generation of production for exports, setting of export targets generally and in relation to specific countries and commodities on an annual basis and for such medium and longer terms as may be considered desirable and to ensure/ undertake execution of such plans.
8. To co-operate with government and other various organizations in the country and abroad with a view to further promotion of exports of ready made garments.

Textiles Research Association

Ahmedabad Textile Industry's Research Association (Atira)



ATITRA – An association for Textile Research & Allied Industries in India. Was established on December 13, 1947. The foundation stone for the ATIRA complex was laid by Sardar Vallabhbhai Patel on 1 November 1950 which was inaugurated by the then Prime Minister of India Pandit Jawaharlal Nehru on completion on April 10, 1954. Dr. Vikram Sarabhai served as its first honorary director. ATIRA is situated close to many prominent research and educational institutions like Indian Institute of Management Ahmedabad, Physical Research Laboratory and Gujarat University.

Bombay Textile Research Association



The Bombay Textile Research Association (BTRA) was registered by members of the Millowners' Association, Bombay, under the Societies Registration Act, XXI of 1860 on 21st

April 1954, with nine mill companies contributing to the Memorandum and Articles of Association.

BTRA has grown leaps and bounds over the years since its inception in 1954 to meet the technological needs of the Indian textile industry as well as to achieve S&T objectives set at the national level. BTRA members include not only textile units (from mill sector as well as decentralised sector) but also manufacturers from man-made fibre, machinery, dyes and chemical auxiliaries industries. The BTRA zone largely comprised composite mills and from the beginning, the R & D and services were fine-tuned to satisfy their comprehensive requirements.

South India Textile Research Association



SITRA, The South India Textile Research Association, and established in the year 1956, is governed by a Council of Administration consisting of member representatives of the Industry, Government and Scientists. SITRA is sponsored by the Industry and is supported by the Ministry of Textiles, Government of India.

Sprawling in a campus of about 13.14 hectares, SITRA is within easy access of a large number of textile mills. With a floor space of about 15,000 sq. m., SITRA houses its well equipped testing, electronics and calibration laboratories, pilot mills, library, etc. SITRA has a full range of sophisticated textile testing instruments and modern machines and is one of the best equipped textile research organisations in the World.

Northern India Textile Research Association



Northern India Textile Research Association (NITRA), certified with ISO 9001:2008, is one of the prime textile research institutes in the country. The textile industry and Ministry of Textiles, Govt. of India jointly established NITRA in 1974 for conducting applied scientific research and providing support services to Indian textile industry. The organization is situated at NCR Ghaziabad, near national capital New Delhi. It is spread over a huge lush green campus with 50 acre area. Today NITRA's prime activities include research & development, technical consultancy, quality evaluation of materials, manpower training and publishing technical books and papers.

NITRA has been designated as Centre of Excellence for Protective Textiles by the Ministry of Textiles, Government of India. It has expertise and technical capability for quality evaluation, product development and knowledge dissemination in the field of protective textiles. It also has an incubation centre to provide necessary facilities to the entrepreneurs for incubation of new ideas/technologies. The centre was set up with the financial assistance from Ministry of Textiles, Government of India.

NITRA, in 2011-12, has opened its new academic wing, NITRA Technical Campus from the grants received from MoT under ISDS and also grants received from U.P. State Govt. under ASIDE Scheme, for facilitating its various training programs. The new campus offers more than 100 programs under Integrated Skill Development Scheme (ISDS) for skill development and skill up gradation of workers working in textiles and apparel industry. Campus also offers B. Tech programs in Textile Technology, and Computer Science & Engineering, and PGDM on Fashion Retail Management (FRM) for youngsters.

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Today NITRA's prime activities include research & development, technical consultancy, quality evaluation of materials, manpower training, third party inspection and publishing technical books and papers. NITRA also provides facilitating services to the decentralized power loom sector through its eight centres located at Tanda, Kanpur, Meerut, Gorakhpur, Varanasi (all in U.P.), Panipat (Haryana), Ludhiana (Punjab) and Bhilwara (Rajasthan).

NITRA renders multifarious services to textile & apparel industry through its rich in-house manpower resource of more than fifty experienced technical personnel comprising of textile technologist, textile chemist, garment technologist, textile designer, fashion designer, analytical chemist, mechanical engineer, electrical & electronics engineer, civil engineer, environmental engineer, software / IT specialist & management experts. This team of scientists, consultants, and technocrats is supported by the most modern and state-of-the-art infrastructure facilities available at NITRA. The organization has a clientele of about 1200 textiles and allied sector units that includes overseas clients from Indonesia, Thailand, Ethiopia, Sudan, Bangladesh, Nepal, Kenya, Philippines.

Synthetic & Art Silk Mills' Research Association



The Synthetic & Art Silk Mills' Research Association (SASMIRA) established on 12th January 1950 under Registration No. 2505 of 1949-1950 granted under societies act XXI of 1860 and is a cooperative venture set up by the man-made textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs.

At that period the pioneers of silk and art silk industry, composed of large number of small units with a rare foresight mooted the proposal for creating a co-operative research organisation.

This proposal was supported by the Council of Scientific and Industrial Research (CSIR) and other Government agencies that culminated into establishment of SASMIRA, earlier known as Silk and Art Silk Mills' Research Association.

SASMIRA entered into its golden jubilee in the year 2000 AD, coinciding with the new millennium. The land mark building of SASMIRA at Worli is in the heart of the city of Mumbai,

the imposing building covering nearly 12,000 sq.mts. of area was conceived as far back as in 1950, and completed in 1958.

Commencing with the testing of silk and art silk materials, SASMIRA has geared its activities since then to meet the changing needs of the man-made textile industry thereby fulfilling its objectives

Indian Jute Industries' Research Association (IJIRA)



Indian Jute Industries' Research Association [IJIRA] was established in 1937, the first co-operative R & D organisation to render services to the Indian Jute Industry and Government Agencies who were promoting Indian Jute in domestic market as well as exporting to the other countries. Beginning as IJMARI in 1937, the institute has grown over the years.

Indian Jute Industries' Research Association (IJIRA) has a unique position in the Jute World. It was the first R & D organization of its kind to look after the interests of the Jute industry. For many decades, it has been providing Yeoman's service to the Industry and the Nation. More than 75 years of existence speaks volume of the work done by the Institution. With a new group of Scientists & Technologists aptly supported by a good Administration, IJIRA is now poised to achieve new heights. I wish the Institution all the very best for its current and future endeavors.

IJIRA is having long experience of conducting various training programmes in the past on various topics for industry and public sector organizations. Over the past three decades, IJIRA has imparted training in various jute related courses such as spinning, weaving, chemical processing, quality testing and diversified products to over 50000 trainees.

Wool Research Association



Wool Research Association was established in 1963, the only national institute in the field of Wool Technology, is located in a green belt about 35kms from Bombay (Mumbai). WRA is a centre of business activity of the country. It is well connected by two Highways. The concept of Research & Development in the field of wool technology was initiated by foresighted woolen industrialist and WRA was set up at the well-known Textile Training Institution in the premises of the V.J.T.I., Mumbai. During infancy it had a small laboratory and some educational facilities leading to Diploma in Textiles (Wool). WRA is also recognised for carrying out Applied Research leading to M.Sc and Ph.D. Degrees of Mumbai University.

Impressed with the performance most of the industrialist came forward and decided to have a full-fledged institution dealing with all aspects of wool procured a land site in 1980 of 75,000 sq. yards for the purpose. Subsequently, in 1983 the main building was constructed. In 1993 a Pilot Plant comes into being. In 1996 the ultra modern National Ecological Testing Laboratory was established to create a required infrastructure for undertaking micro analysis of dyes and

chemicals, with a view to help exports, check environment & textile pollution, food and drug analysis.

The Wool Research Association, Thane, an autonomous co-operative Research organization under Society's Act and linked to Ministry of Textiles, GOI, was established in the year 1963 by the Woollen Textile Industry in close association with the union government of India. WRA as a society registered under the societies Registration Act XXI 1860 having its central office at Kolshet Road, Thane, Maharashtra.

WRA as an organization is committed to provide technological and scientific solutions to the woollen sector in particular and textiles industry in general besides meeting the super-ordinate goals of scientific and technological advancements set by the industry leaders and policy makers in India. In this pursuit, the organization has imprinted its own standards to obtain the accreditation of the international status as a R&D institution apart from providing solutions to various technical and techno-economic problems faced by the industry in a very cost effective mechanism and with quick response time. Recently WRA has been designated as Center of Excellence for Sportech by Ministry of Textiles, Govt. of India.