

Entrepreneurship in Textile Industry in India.

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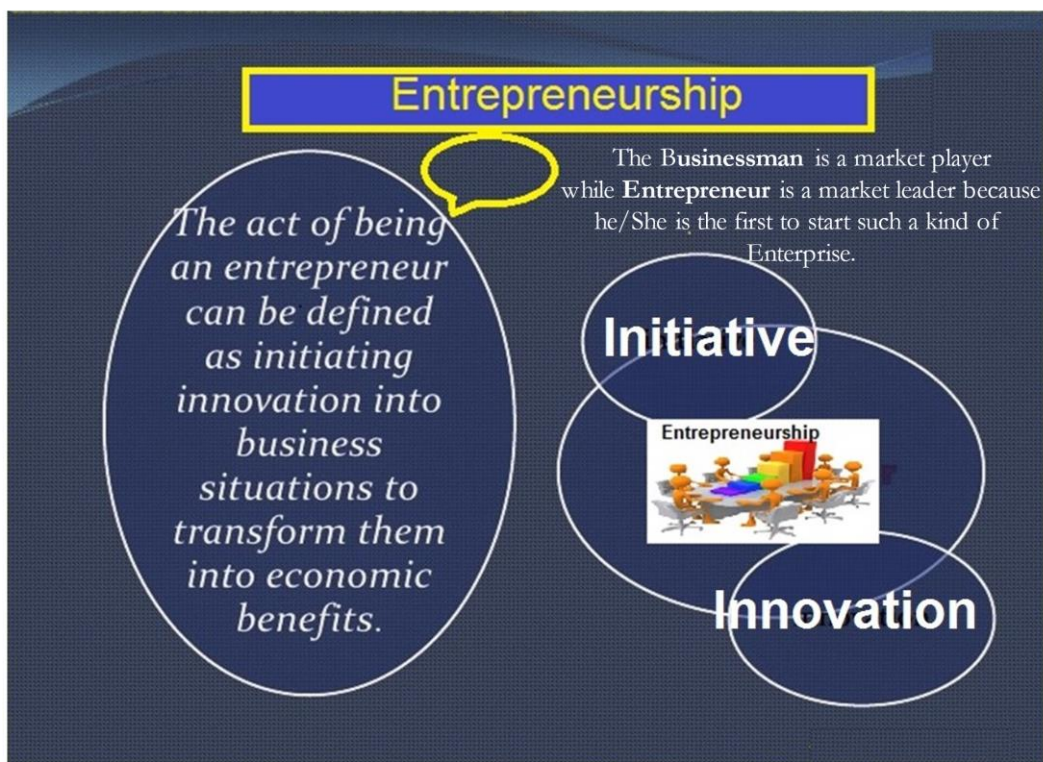
Abstract: Everyone needs to survive; everyone has the right to earn bread and that is up to the individual's capacity which way he/she can earn to survive themselves. Since the inception of the human beings, they struggle to earn their livelihood! On those early days the conception of the employment was not in demand. The people used to earn by self-employment /entrepreneurship mostly in the Rural areas. The women used to work hand in hand with their mail counterpart or even individually by manufacturing cloths in handloom sectors, in handicraft or in recycling processes. Then arrived Power looms, sophisticated machineries, but the concept of the Self Employments remains unchanged in the world of Textiles where the competition are at high stage. As a result, the business rivalry also increased.

Jobs or the Scope of employments are increasing in various sectors like Composite Textile Mills, public sectors, Govt jobs but many people prefer to have his/her own business/ entrepreneurship getting it more attractive. In certain cases, today's young generation do not like to enter these family business or Entrepreneurship as they want to have a lavish living style. But at several cases, it is also found that big entrepreneurs come from the small sectors by innovations like recycle process, Garment Exports and they are doing very good profit-making business. This Paper has discussed the Entrepreneurship right from the ancient days to the modern days, small to big.

Key words: Entrepreneurships, self-employment, bread earnings, handlooms, textile mills.

[1] What it is?

It is applicable for any Entrepreneur whether Textile or Non-Textiles.



Picture - 1

To run an organisation, whether big , medium or small, the entrepreneurs must have the conception about the business that what he/ she is going to run, who are the buyers , it's raw material availabilities, sources of the Finance, availabilities of the suitable manpower, business locations that must not be far from the business hubs to minimise Transport cost, about the power tariff, land / buildings availabilities at suitable price and over all his abilities, quality/ skills, his organising capacities, hardworking man with determinations, having innovative ideas, self-confidence, he should be able to make his vision a success. He should have the road map to reach the goal. No short cut is accepted. He should be willingness to learn, implement with proper studies and by taking Expert Guidance. Entrepreneurial spirit is

characterized by innovation and risk-taking, which is the essential part of the ability of the entrepreneur to succeed in an ever changing and increasingly competitive global marketplace.

[2] What is the Importance of Entrepreneurship? (Textile/ non textile)

In today's scenario most of the young Engineers want to climb at the top of the tree by overnight with less works, less dedication, with high pay packets (sometimes they may even compare with Sundar Pichai) and of course with limited knowledge. Sometimes the fruits of one's hard work is eaten by someone and that becomes more frustrating. They become frustrated, become a rolling stone, curse the Organisations and therefore, the suicide cases are on higher side.

Entrepreneurship is the suitable solution for them where they can be their own boss. Their dedications, hard works, knowledge, risk taking attitude, leadership capabilities, foresightness, right way of planning, public relations will be the blessings for them. His/her success / failures depend on their managing capacity. It can be started from a small work like Handloom to multimillionaire and such examples are plenty.

[3] **How to grow?** Although there is no hard and fast rule and all depends upon the individuals, till there are some guidelines to become a successful entrepreneur.

- **Ability to plan:** Entrepreneurs must be able to develop business plans to meet goals in a variety of areas, including finance, marketing, production, sales and personnel.
- **Communication skills:** The Entrepreneurs should be able to explain their product items thoroughly and honestly so that the customers feel attracted to buy it.
- **Marketing skills:** Make aware of the product to the people about its usefulness.
- **Interpersonal skills:** The relationship to maintain with the suppliers, buyers, clients, employees, well-wishers, Consultants, to make to venture successful.
- **Basic management skills:** everything is the Management that comes from one's knowledge, experience, education, and all from the heart
- **Leadership skills:** One must be a good leader, a good trainer, a motivator, and must be able to show its path.

There are several key tips for those wanting to enter the world of entrepreneurship:

- **Learn from others' failures.** To see if there is any failure by others handling the similar business and analyse the lacuna behind the failure.
- **Make sure this is what you want.** As there are several methods involve in it, try to find the right truck by analysing plus/minus and try to reach at right place.
- **Solve problems.** It depends on several factors. Consult experts, doesn't matter who can be an ordinary "Paan walla". The overall solutions are in the hand of the Entrepreneur.
- **Be passionate.** To be successful, you should find your passion and then build a business around that.
- **Get advice from those who have done it.** Take opinions, refer books/ journals, meet the people whom you trust, go for the brain storming analysis, and it will bring you into the destination.

[4] The History of the Entrepreneurships (Textile)

The conception of Entrepreneurship in Textiles is not of Today, but it was started from the ages of the Civilisation that can be 1,70,000 years ago. (Ref: History of Clothing & Textiles, Wikipedia). At that time, it was mainly manufacturing cum Entrepreneurship. Most of the villages were independent where the farmers used to produce crops, weavers used to produce cloths, utensils used to be made by the Potters and there used to be the "give & take" policy among the villagers and they used to be self-sufficient.



<https://allinonehomeschool.com/home-life-in-the-indus-valley/>

Pic – 2

The Picture shows a self-sufficient village in ancient India. (Indus valley)

The entrepreneurship of Silk & Trade started in 114 BC (Han Dynasty) (ref: The silk roads, highways of culture and commerce, UNESCO publishing books 2001 ISBN 978-92-3-103652-1) known as “Silk Road Trade” between China & Asia Minor (Turkey). This developed the great civilisation of China, Egypt, Indian Subcontinent & Rome.

In the Valmiki Ramayana (5th/6th – 3rd Century CE) the trousseau of Sita used to be of woollen clothing's, furs, precious stone, fine silk decorative garments, princely ornamental of various kinds (ref: Indian Culture, Textiles & Fabrics in Ancient India). In Ramayana there were several examples of Printed Cloths. From the Old history, it was found during Kausalya's Arthashastra {4th Century BCE, (before the common era)} there were the methods of distributing the materials to Spinners & Weavers who were either guild members or used to work at home. The very concept of entrepreneurship existed during that period too.

[4.1] Industrial Revolution: Before the Industrial Revolution in the **year 1700**, the Textile products were in very small scale or just a cottage Industry. The products were mainly handmade cotton, wool and silks produced in the houses. (Net search). It was sold to the locals as the long-distance transportations was difficult. Then with the invent of the faster looms, the production started rising at a mass scale with the creations of new innovated products and the entrepreneurship started taking a new shape.

Calico Mill chimney, Pic – 3



Initially the Cotton and the Jute mills owners were the Britishers, but gradually the Indian Entrepreneurs started establishing the Textile Mills in India. Although the first Textile mills name “Fort Glator” was established at Bourea near Kolkata in the year 1818, it was closed. Then Prince Dwarkanath Tagore set up 6 joint companies in Bengal between 1830 – 1840 but was not successful. The first Composite Textile mills was started in the year 1853 by Cowasjee Davar in Mumbai, Jamshedji Tata set up Textile Mills in Nagpur and Mumbai, Ranchodlal Chotalal first started mills in Ahmedabad in the year 1859 and thereafter Calico Mills started in Ahmedabad by Sheth Karamchad Premchd in the year 1888. Refer picture -3 of the Calico mills which is closed. The Entrepreneurship in the Textile Industries and that of in India took a new shape.

[5] Is it controlled by Male or Female or Both? Here this question is being raised looking into the competitiveness, successful and survival!

The women's participation: The mother is the source of the power. The women used to be honoured during Vedic age! Being the less expensive, today, the handloom and power looms are run by the women at several places in rural and semi urban areas. (Pic - 4) The pirn winding, drawing etc are also being handled by them (pic-5). In some places they are the owners too.



Pic – 4 Woman at Handloom in Rural India.

Pic -5, Women at Handloom preparatory



Pic -6 Handloom weaving, a family entrepreneurship. Pic-7 Printed cloth by the handloom sector

They used to work from their cottages in the remote areas after attending their household works. Men take parts in the procurements, logistics and sales, taking heavy loads, working in night shifts etc. which are mostly outdoor works. But to some extents, the female workers are also carrying out such works too.

Today a part of the works is female dominated such as boutique, beautification works to the brides during marriage or in any festivals, beautifications of the walls & that of the floors of the Temples and rooms. There are some advantages of the females as Entrepreneurs i.e., sincerity, pain tolerance, patience, listening skills, a bit non- arguing nature, easy convincing.

Now a days, in the big sectors they are gradually joining as big bosses as the IIMs are showing higher female intake% than that of male in every year. For those who are not much qualified and from the lower economic Sectors, entrepreneurship is the means of earning bread and feed to the families.

Some disadvantages are that apart from their physical constraints, they need to take care of their children & families.



Pic – 8, The active ladies at rural India. The women Empowerments

On the other hand, **the males** like to start any business from low risk to high risk/profit and most of them are very much optimistic. It is found that at the start-up of any business/ Entrepreneurship, the males are having the advantages especially mainly in the Male dominated society because of lots of meeting, reaching pillar to post, requesting the related secretariats. It will be more supportive if there are proper understandings between male & females.

[6] Why Entrepreneurship in Textiles? After food, it requires cloths of every mankind in apparel, Technical, Medical, decorative, Protective Textiles, Braiding and even in Smart fabrics. It is a vast ocean of the qualities!! There are so many businesses opportunities in Textiles either in the form of Handicrafts, Khadi, Handlooms, Power looms, and in the Organised sectors. India is the 2nd largest producers of Cloths, highest employer after Agriculture, total Export earning is 17% with 4% GDP.

The Entrepreneurships can be started in this industry in various ways from any small village segments to any large-scale products and any one can earn bread in this Industry. There are

[7] The innovations in Textile Industry. Many innovations have improved the textile industry gradually. Some of the most notable include the **flying shuttle (1733)**, **spinning jenny and the water frame (1769-1770)**, **spinning mule (1779)**, **power loom (1785)**, **cotton gin (1794)**, **Jacquard loom (1804)**, and **synthetic dyes (1856)**. (25-Nov-2022) Accordingly the **business and Entrepreneurships are developed.**

[7.1] Project Ideas..... There are so many, but a few are highlighted below which are affordable by the common entrepreneurs. (Ref: Chatterjee, Director for center for entrepreneurship Developments) **Recycled Textiles/Handicraft items**

- Mattress pads/covers
- Decorative Pillows
- Punching Bags
- Cotton Balls
- Diapers
- Mops
- Firemen’s suits
- Sleeping bag liners
- Sound proofing pads
- Sanitary products
- Baby wipes
- Sponges
- Air filters
- Ironing board pads
- Carpet underlay
- Toys
- Q-tips
- Blankets
- Package trays in autos
- Insulation for homes
- Quilts
- Furniture Decking pads
- Gasket liners
- Jewellery packaging
- Wiping cloths
- Ski Jacket Insulation
- Geotextiles
- Plastic wood

[7.2] **Project Ideas:** Many details are available from the Study report “Innovations in the textiles & Apparel Industry” by Ministry of Textiles, Govt of India, Pic-9.



Pic – 9

[7.3] Social Entrepreneurs



Pic – 10

The picture 10 explains the village women are engaged in developing various decorative products by upcycling the used cloths.



Often, women in villages embroider a bedsheet or sari, singing while they do it or sharing stories of their struggle

Pic – 11. A unique way to live by earning through entrepreneurs. Please see another picture – 11. Published in Times, Mumbai 6.11.21



Pic- 12. Circular Economy, Times, Bombay published 17.7.21

It is all about the recycled business related to circular economy as published in the news Paper. It is the self – employment of the Women organised by the Self Employment women`s association (SEWA).

[8] The Entrepreneurship in Rural India (Cottage Industries): A market survey was conducted in south India and found that in T.N there are the employment of about 10 lacks in Weaving (Handloom and power looms) and Dye Houses, in Karnataka more are involved in Apparel, hand looms, Dye Houses and the total employment is more than 5 lacks. In AP, it is all around 1.5 to 2 lacks. All are MSME where in TN, Karnataka about 10-20% are major, 30% are medium and the rest are small. (Market information)

Most of the time it is not a very comfortable task especially among the Med and Small sectors. It is because of the limited funds, change in demands, change in Fashion (sometimes outdated hence stockpile up), high debt burden, Lack in Technology, not in touch with the latest market demand/ technology, no technical supports from the TRA/ Similar Institutions and facing severe competition.

Despite all the constraints, they are surviving! The things are changing! What were the scenario before 10 years, it is not like that today. Some new innovations are found here & there. The small sectors are involving mostly family members rather than to pay any outsiders.

Govt is supplying free power/ Subsidised powers to the small sectors in Handloom/Power looms. For the better-quality concept, the open bath dyeing units are minimising, and Cabinet dyeing units are coming up. (approx. 50% are now cabinet Dyeing)



Pic 13, The Dyed Hanks are getting dry at open Sun. Pic – 14, Homemade Hank Dyeing



Pic – 15, Silk Dye in open Pan



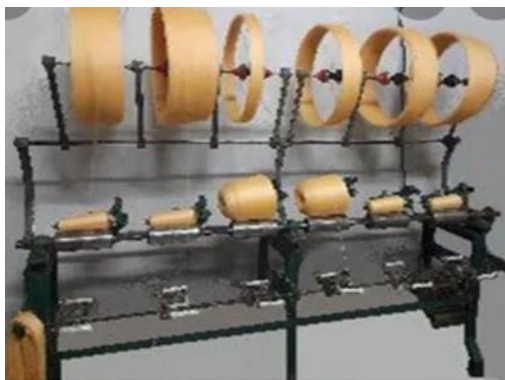
Pic- 16, Cabinet Dyeing mc.



Pic – 17, A rural open Dye House



Pic- 18, Village Block Printing



Pic – 19, Hank to cone winding



Pic – 20, Hand rotate hank to Pirn Wdg.mc

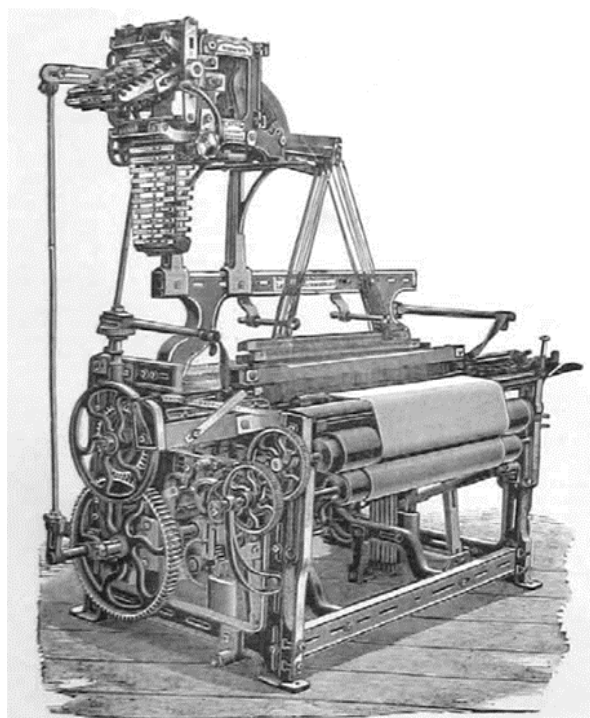
[9] **Khadi & Village Industries Commission (KVIC):** It is a credit-linked subsidy scheme which aims at generating employment by setting up micro-enterprise in the non-farm sector both in rural and urban areas. It is a central sector scheme. (12-Jun-2022) It is a Statutory body formed in April '57 under MSME Scheme. It is another unique way to earn bread and employment generation through Entrepreneurship in Rural, semi-Rural & Urban areas. It is also a symbol of Women entrepreneurship. In 2021-22, the overall turnover of KVIC found to 1,16,415.22 Cr. (KVIC – April '22) . The Employment was khadi -4.97 Lac, Village Industry 162.63 lac, KVI – 167.60 Lac.



Pic – 21, Cottage Ind. In Khadi in Village using Charkha, preparing yarn from Cotton

Pic- 22, Special Cloths Environment friendly Manufactured in KVIC (source: 4th All India Handloom Census – 2019-20

[10] The power loom Sectors:



Pic no 23, The Power loom with dobby attachment

It is the biggest way of Entrepreneurship in the unorganised sector. As per the survey, more than 7 million people are involved in this sector. Our 60% of the cloths are produced in this sector. There are about 25 lacks Power looms are in India where the highest numbers i.e., 8.5 lacks are situated in Bhiwandi Sector. About 2% are Auto looms (around 50,000) which are known as quality producers. (Source: Textile commissioner) The Home Textiles and that of Garment Sectors are heavily dependent on this sector. Most of the loom owners are having the family business having the old concept “cheaper is the better”. Neither they have any conception of Proper Maintenance, nor on quality. Most of the small-time weavers try to sale the cloths by unfair means and do not feel any remorse by doing so! [ref: “ Bhiwandi Power Loom ,

Problems and Solutions “ Published in Textile Value Chain in 5th Oct`21 in <https://textilevaluechain.in/in-depth-analysis/the-power-loom-crisis-in-bhiwandi-problems-solutions/>. Published in TINFS in Jan`22 Issue.]. But the situations are improving as the young stars are coming forward with some moderate thinking and ideas.

[11] The Kite Industry: Although it is a seasonal entrepreneurship and mostly confined in Gujarat State, it has got the huge potentialities in business development. The raw materials used 2ply / 3 ply cotton yarn with “Mannja” or 2 ply nylon, polyester FDY with final denier 250 to 300. (Market survey) It is an old entrepreneurship too. It has now flourished into 700 billion Dollar cottage Industry. (<https://interludejourney.com › a-peek-into-the-kite-mak.>). The largest kite market is in Jamalpur, near Ahmedabad where more than 1200 families are involved generation wise. This Industry has grown worth of Rs.625 /- CR in 2017-18 where around 1.28.000people are earning their breads. However, with the arrival of “Chinese Maanja” our domestic market is suffering.



Picture 24: The Spools with Yarn applied with manja ready for Kite Flying

[12] Conclusions: The conception of the Entrepreneurship has started since the human civilization was started. There is no limit to the entrepreneurship and this paper has highlighted only a few. To day the conception of the waste is being changed but known as the cheaper raw materials for the Recycle process, may be upgradation or down gradations. From Blow room waste to Ring frame, Winding to Loom stage, all the by-Products are recycled, developed in to the new and newer products. The author has developed new carpets from the Auxiliary selvedge of the Shuttle less looms. (The paper Recycle of Textile Waste is Published in JTA Sept- Oct`21 issue. The link. https://issuu.com/textileassociationindia/docs/e-journal_-_sept-oct_21_rev)

There are several scopes and opportunities are available in Cottage industries. The initiatives, hardworking, willing to do the works will help to become a good entrepreneur.

Lots are supports are available from MSME, MoT, Govt. of India.

- [13] Reference: 1. Dr. Chandan Chatterjee Former Director, Centre for Entrepreneurship Development. Gandhinagar.
 2. Textile Business in Rural India, A segment study on Opportunities & Threats, by Dr.Ambika Soni, Research Guide, Puducherry , Madhav Sitaram , Business Management Pondicherry University.
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