

Experts discuss strategies to improve competitiveness of textile sector

Textile is the second largest employment creating sector in India after agriculture and it also contributes more than 10% to India's exports. However, the sector suffers from stiff competition from Bangladesh, Vietnam, Cambodia, China and other development countries. World Trade Center Jaipur organized a round table discussion to deliberate strategies to promote competitiveness of textile sector and create awareness about government schemes in this sector among entrepreneurs. The round table was organized in association with Weaver's Service Center Jaipur and CCWA Jaipur. The event also discussed innovative ideas and current market developments to assist participants in creating a sustainable business model.

Prof. Srinivasarao Pattur, Dean of Design and Innovation, SR-University -Warangal, Telangana referring to government support in the sector said, "The Government, through its various schemes, such as National Handloom Development Programme, National Handicraft Development Programme, Integrated Wool Development Programme (IWDP), North East Region Textiles Promotion Scheme (NERTPS), Amended Technology Upgradation Fund Scheme (A-TUFS), Schemes for the development of the Powerloom Sector(Power-Tex), Schemes for Technical Textiles and Scheme for Integrated Textile Parks (SITP) and many other major schemes are aiming to support development of the textile sector."



Mr. Tapan Sharma, Deputy Director (Processing), Weaver's Service Center Jaipur, Office of DC, (Handloom), Ministry of Textiles, Government of India said that the Ministry of Textiles has been implementing Handloom Marketing Assistance (HMA), a component of National Handloom Development Programme (NHDP) all across India including in the State of Rajasthan. HMA provides marketing platform to the handloom weavers or agencies to sell their products directly to the consumers.

"The objective of HMA is to develop and promote the marketing channel through organizing expos or events in domestic as well as export markets, and bring in linkages in a holistic and integrated manner," informed Mr. Sharma.

Mr. Ghanshyam Sarode, renowned textile designer, Hyderabad highlighted, "Today, we have the capabilities to venture into different products, one such is technical textiles, which is used for its functional properties, rather than for aesthetics or coziness. There is a big range of technical textiles some of which are used in important applications such as agriculture, soil and water conservation, medical applications, roads and highway, railways, airports, sea-ports, defense, protection of personnel in military, para-military and petrochemical or chemical industries."



Mr. Arup Rakshit, Director, MGGSS Foundation and Dr. Goutam Saha, Faculty and Researcher, Sustainable Entrepreneurship, NIFT, Bhubaneswar were of the view that creation of business opportunities, easy availability of finance for setting up new ventures at nominal interest rate and infrastructure has always been a legitimate expectation of aspiring entrepreneurs from the government.

Mrs. Padmaja Srinivasan, notable Journalist in the field for more than 30 years, who has worked with leading newspapers and magazines in the country including Eve's Weekly, India Today, Indian Express, Newstime and The Hindu was of the view that social media and e-commerce platforms can truly help indigenous businesses gain direct access to international markets and help them get foreign buyers.



Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur proposed vote of thanks.

The program was held on May 23, 2022.