

A STUDY ON EXPORT PERFORMANCE OF CARPETS AND OTHER TEXTILE FLOOR COVERINGS IN INDIA

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ABSTRACT: India has a very old and rich tradition in the textile industry. Textile is a decisive part of Indian economy; The Indian Textile Industry has grown phenomenally and has an overwhelming presence in the economic life of the country. Apart from providing one of the basic necessities of life, textile industry also plays a pivotal role through its contribution to industrial output, employment generation and the export earnings of the country. Textile is a flexible material made by interlacing or connecting threads made of natural fibers like wool and cotton or synthetic (man-made) fibers like polyester. Textile floor coverings are textiles meant to be used on floor surfaces. They include carpets and related materials that are secured to a floor by something like staples, tacks or glue, as well as removable area rugs. Textile floor coverings are made by processes like knitting, weaving or needle-tufting, in which fibers are forced through a backing by using a needle. Another layer is then applied below the backing to secure the tufts in place. ISO and ASTM standards are numerous and cover a whole range of processes used in making textile floor coverings, whether handmade or machine made. Main objective of the study is To find out the export performance of live animal products of India during the period of 2005- 2019. The study makes use of statistical techniques such as Percentage analysis, Growth analysis, Standard Deviation, CAGR and CV in analyzing the data for finding the result.

Keywords: carpets and other textile floor coverings, Production, Export and India.

1. INTRODUCTION

India has a very old and rich tradition in the textile industry. Textile is a decisive part of Indian economy; The Indian Textile Industry has grown phenomenally and has an overwhelming presence in the economic life of the country. Apart from providing one of the basic necessities of life, textile industry also plays a pivotal role through its contribution to industrial output, employment generation and the export earnings of the country. The Indian textile industry is extremely varied, with the hand-spun and hand-woven sector at one end of the spectrum, and the capital intensive, sophisticated mill sector at the other end. The decentralized power looms, hosiery and knitting sector form the largest section of the Textile Sector. The close linkage of the Industry to agriculture and the ancient culture and traditions of the country make the Indian textile sector unique in comparison with the textile industry of other countries. This also provides the industry with the capacity to produce a variety of products suitable to the different market segments, both within and outside the country. But at the grass root level for textile exporter and Potential exporter are facing different problems in various areas such as export marketing, finance and Government policy for textile export so it takes researcher attention to conduct present study. Textiles are all around us. We wear them and also use them in our homes, often as carpets and rugs. While textiles on our floors feel good and make our rooms stylish and comfortable, we also want to make sure they're safe to use. And we want them to stand up to years of wear. Today, carpets come from all over the world. So how can we know that they're made of reliable materials and decent

quality? Many manufacturers follow textile floor covering standards, agreed-upon international guidelines related to materials and processes used to create these textile goods no matter where they originated.

Before we get to a discussion of standards, let's cover some basics. A textile is a flexible material made by interlacing or connecting threads made of natural fibers like wool and cotton or synthetic (man-made) fibers like polyester. Textile floor coverings are textiles meant to be used on floor surfaces. They include carpets and related materials that are secured to a floor by something like staples, tacks or glue, as well as removable area rugs. Textile floor coverings are made by processes like knitting, weaving or needle-tufting, in which fibers are forced through a backing by using a needle. Another layer is then applied below the backing to secure the tufts in place. ISO and ASTM standards are numerous and cover a whole range of processes used in making textile floor coverings, whether handmade or machine made. They also address a wide range of tests and continue to change and evolve as new flooring products are developed. Some standards are very specific, outlining the number of tufts or loops per unit length and area in a carpet, while others address the thickness of products, including the pile or visible fibers of a carpet above the substrate. Some standards define and illustrate specific kinds of weaving, knitting and tufting techniques, and outline the types of knots used in hand-knotted carpets. Other standards include tests for safety and durability, including how products relate to water and heat exposure. Some assess to what degree textile floor coverings have static electric propensity or the possibility of giving off static shock, which can be dangerous in some settings. The standards set guidelines for how products stand up to static loading, or what happens when heavy things like chair legs press against the surface. They ensure products are colorfast and won't fade, and that they don't contain harmful materials or residues from the manufacturing process.

2. STATEMENT OF THE PROBLEM

Textile exporters as well as potential exporters such as spinners, weavers, composite units and Garment manufacturers are facing many difficulties for exporting their goods. Most of small manufacturers are exporting their goods through middlemen who get maximum benefit from the export and small manufacturer fails to approach directly to foreign customer. Export related 4 government policies and schemes are not implemented properly till grass root level, as well as there is lack of awareness about these policies, schemes, subsidies and financial support among the textile manufacturers. The focus of this study is to identify the problems in different areas of textile export and secure good prospects of this industry in near future. Hence title of the present study is formulated as "carpets and other textile floor coverings

OBJECTIVES OF THE STUDY

The main objective of the study is to overview problems and prospects of the Textile Export in Coimbatore district. The specific objectives of the study are as follows:

To study the export performance of textile and carpet products from India.

To study the nature and growth of textile export and position of Indian textile industry in the World.

SCOPE OF THE STUDY

Textile goods are exported from various states of India. Tamilnadu is one of the leading states for manufacturing and exporting textile goods. Coimbatore is one of the major textiles exporting districts in Tamilnadu. The scope of the study is divided into the following division.

3. RESEARCH METHODOLOGY

Sample Design

The study is made for the purpose of an in-depth analysis of various indicators and its effect on export performance of Indian textile industry. The major fifteen products are selected by using convenient sampling method.

4. METHOD OF DATA COLLECTION

The present study based on secondary data. The secondary data was collected from Cereals statistics and other web based sources.

- Secondary Data

Secondary Data

The secondary data is collected to supplement the primary data. The annual reports of sample units, Publications of live Animal Economic Survey of India, Publications of Ministry of Commerce and Animal, Bulletins Working and Occasional Papers of EXIM Bank, Occasional Papers and Statistics on Indian Economy of RBI, Periodicals and Journals of Foreign Trade of Animal produce, Publications of IIFT etc., were used as important sources of secondary data for the study.

LIMITATIONS OF THE STUDY

- The analysis is made only by considering 15 carpets and other textile floor coverings and 10 major countries.
- Time constraint is one of the limitations

5. REVIEW OF LITERATURE

Chattopadhyaya (1975) a large variety of floor coverings made in India was in cotton, known as Durries or Satrangies. These were in single colour or simple stripes in different colours. Almost the most picturesque were the colourful Durries of Navalgund. A special type of Durrie called Sutada was made in parts of Bijapur and Dharwar district of Karnataka. The outlines were in the cross borders with an occasional bird or animal figure with bright colours. Cotton stripes or traditional designs were woven in silk Durries of Coimbatore district. Durries were produced on a wide scale in Warangal. Using contrasting coloured borders Durries in Himachal were mainly made in blue or red colour. The most interesting and colourful were the Punja Durries made by women from hand spun yarn. These were colourful, with bold animal figures and motifs. Bhatinda in Punjab made Durries from a plant whose fibre has a very different texture. In Darjeeling and West Bengal, the local Bhutias traditionally wove Durries. Their designs show strong Tibetan influences, with dragons, clouds, etc in the designs.

Child abuse – A study of working children of Guwahati. “The study was carried out to find out different psychological factors and physically hazardous working conditions of children and suggest measures to prevent child abuse. A sample of 300 child workers up to 14 years were taken and divided in 3 categories of occupations, namely (1) employed-like hotel workers, domestic servants, shop workers etc., (2) self-employed-like rag pickers, vendors; and (3) helpers. (NIPCCD-Project team head-Vasudevan S, 2009).

Mehta (1975) remarked that a clever person could produce various shapes in a Durrie pattern, such as squares and diamonds, provided that the figures are not too complicated and are made up of straight lines.

Malhi (1983) revealed in her study that Durrie weavers were weaving traditional, geometrical designs and used direct dyes of bright colours. It was observed that simple, phattian and gut motifs were replaced by geometrical, floral, figured, numeral and word motifs.

Virk (1983) informed that the motifs used in Durries were flowers, leaves, animals, human figures and trees. Depending on the designs, the Durries were referred to as Gulchaman, Guddedar, Borderdar, Gulbahar, Shera-di-Durrie, Sehayandi-Durrie and Bellan-wali-Durrie.

Singh and Malhi (1989) remarked that majority of weavers made Durries for their own use only by fresh and old cottonfibres with stripes, geometrical, stylized, floral and figurative motifs.

Sidhu (1997) concluded that traditional, geometrical, stylized motifs were used for Durrie designs. Unit owners selected the motifs on the basis of popularity and attractiveness. The designs were taken from different articles like curtains, sheets and from imagination. The art of weaving Durrie reached its pinnacle with the pictorial Durrie. It is a woven narrative which draws together images of flowers, birds, reptiles and people onto the inherently grid-like structure of the Durrie. Patterns are usually drawn on graph paper or some other medium, making it easier to accurately reproduce complicated curved pictorial designs. Traditional Sindhi Durries are a combination of culled undyed natural yarn in shades of white, grey, black and brown mixed with vegetable dyed wool of indigo, green and madder red. Today weavers prefer brighter colours of synthetic dyes

“Child domestic work: A violation of Human Rights issues, causes and consequences in West Bengal.” The study was done to understand the factors responsible for leading children into domestic work and the situation of children engaged in domestic work in Kolkata city (Roy & Nath, 2005).

Law and the menace of child labour: The ILO, Indian legislations and the Constitution of India” The research cat gorily records the laws, the role of ILO and measure taken by them to deal with child labour problem, the role of implementing machinery, the causes of child labour and loopholes left by law. The research recommends elimination of child labour (Deshta S, & Deshta K, 2000)

“Child Labour in Bhutan: The challenges of implementing child rights in Bhutan.” The researcher reviews the UN Conventions on child rights, also reviews policies, Acts and strategies adopted by the Royal Government of Bhutan in reducing child labour. The researcher also analyses domestic child labour in the country. (Chhetri K, 2010)

EXPORT OF CARPETS AND OTHER TEXTILE FLOOR COVERINGS PRODUCTS FROM INDIA

(Values Rs in Lakhs)

Year	Carpets and other textile floor coverings.	Carpets and, knotted, whether or not made up	Othrcrpts and flrcvrngs of wool/fin e anml hair of pile cnstrctn ,not made up	carpets	Druggets	Mats and matting	Carpets, carpeting and rugs	Crpts and othrflrcvrngs(nt durries of cotton)
2005	371,529.94	82,282.62	99,293.41	81,194.23	4,231.91	796.24	777.07	8,068.84
2006	496,367.16	130,723.13	89,001.81	71,889.44	5,266.00	949.81	1,764.79	8,439.43
2007	546,464.93	143,043.99	90,148.94	70,985.59	2,735.92	558.89	4,294.63	12,922.48
2008	506,845.89	145,547.47	51,629.77	27,873.39	3,845.02	340.45	7,914.62	5,542.29
2009	487,328.	146,362.	46,340.	20,781.	2,673.6	183.22	7,122.9	3,434.2

	95	41	30	28	6		6	4
2010	498,703. 49	149,790. 91	30,458. 76	11,160. 37	809.22	130.32	9,900.4 0	4,806.5 2
2011	636,021. 81	204,813. 13	41,441. 77	17,813. 81	548.74	180.99	8,527.1 3	1,533.9 5
2012	592,629. 34	164,168. 06	35,971. 61	21,214. 59	857.57	170.73	7,801.8 4	1,265.0 4
2013	774,880. 07	205,833. 88	42,327. 29	31,078. 16	381.01	33.76	15,424.9 9	3,345.1 9
2014	955,724. 85	233,994. 43	58,609. 38	45,154. 35	223.09	74.54	16,279.4 5	1,306.1 3
2015	1,112,030 .92	251,628. 47	72,739. 55	60,213. 76	155.44	66.26	21,538.2 7	2,144.9 2
2016	1,129,973 .16	290,959. 12	82,381. 82	70,912. 34	485.38	121.00	30,983.8 3	1,107.0 4
2017	1,189,516 .91	294,975. 65	89,102. 58	68,553. 62	596.77	128.33	41,086.6 2	1,700.5 2
2018	1,102,805 .25	218,242. 37	101,087. 38	80,763. 21	357.94	113.45	54,129.1 0	1,880.0 8
2019	1,236,468 .75	224,469. 67	115,953. 29	84,793. 46	238.92	144.79	63,522.6 4	3,332.8 3
AVER AGE	775819.428	192455. 6873	69765.84 4	50958.773 33	1560.43 9333	266.185 3333	19404.556	4055.3
CAGR	- 0.67444580 6	- 0.608071 288	- .1347767 25	- 0.0396741 42	13.6239 5995	3.90853 3147	- 0.98359298 8	1.28243321 7
SD	309459.067 2	61410.5 9602	27461.62 071	26752.278 7	1715.90 3753	279.038 1296	19455.3110 9	3406.53193 7
CV	39.8880275 6	31.9089 5362	39.36255 785	52.497885 94	109.962 8621	104.828 5141	100.261562 8	84.0019711 9

(Source: Exim data bank)

EXPORT OF CARPETS AND OTHER TEXTILE FLOOR COVERINGS FROM INDIA

(Values Rs in Lakhs)

Year	Carpets, etc, of silk	Crpts of wool/fin e anml hair	Othrfllcvrn gs	Carpets,carp eting and rugs	Othrtxtflcivr ngs of othr man-made txtlmatrl	Carpets etc of cotton (nt durries)	Other carpets and other textile floor coverings, whether or
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							not made up
2005	2,337.06	2,464.82	3,222.05	371.42	247.44	2,191.88	58,502.47
2006	2,449.39	3,499.64	2,823.51	1,081.98	366.59	7,015.97	91,350.48
2007	5,018.20	6,278.37	2,712.73	592.31	241.72	11,669.03	106,693.01
2008	2,691.17	1,411.65	3,357.54	1,908.44	869.26	8,951.49	117,662.09
2009	1,471.12	3,446.56	3,586.84	3,146.61	427.09	2,447.44	124,679.89
2010	1,753.60	4,980.19	3,353.91	3,016.91	1,899.87	6,287.16	132,548.40
2011	454.29	8,690.34	8,265.98	2,957.11	1,744.04	6,748.84	141,811.86
2012	1,227.57	12,576.14	7,509.77	4,427.07	6,673.15	12,751.38	127,048.86
2013	1,333.76	13,853.94	4,548.93	3,842.17	17,567.20	42,824.60	160,122.33
2014	365.69	10,932.75	3,650.00	5,826.67	34,662.07	34,696.26	219,736.93
2015	569.55	5,797.88	3,170.13	7,189.98	34,371.90	28,858.10	242,604.55
2016	437.13	7,357.24	2,856.83	4,195.24	40,755.89	52,931.92	191,975.32
2017	3,721.70	9,745.61	2,368.66	4,662.57	51,221.24	62,683.13	202,769.53
2018	1,492.55	10,837.92	1,703.40	4,224.83	47,677.36	69,541.55	200,795.46
2019	11,098.15	15,651.84	2,252.92	4,509.31	59,323.89	96,569.24	219,712.31
AVE RAGE	2428.062	7834.992667	3692.213333	3463.508	19869.914	29744.53267	2400746.923
CAGR	-0.766372128	-0.821869417	0.396456477	-0.902716726	-0.993989772	-0.97078678	-0.740156285
SD	2726.617881	4358.143572	1835.184789	1901.887607	22198.41957	29296.6394	160049.7948
CV	112.29605	55.62409255	49.70419158	54.91217594	111.7187501	98.4941996	59589.4033

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(Source: Exim data bank)

INTERPRETATIONS

The total exports of Carpets and other textile floor coverings product which ranges from Rs.371,529.94 lakhs and Rs.1,236,468.75 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.775819.428lakhs. The overall compound annual growth rate of Carpets and other textile floor coverings export stood at - 0. 674445806. Growth of Carpets and, knotted, whether or not made up, asses, mules and hinnies' product which ranges from Rs.82,282.62 lakhs and Rs.224,469.67 lakhs. Among ten years the average export among the period of study is Rs.192455.6873lakhs. The overall compound annual growth rate of Carpets and, knotted, whether or not made up, asses, mules and hinnies export stood at -0. 608071288. Growth of Othrcrpts and flrcvrngs of wool/fine anml hair of pile cnstrctn, not made up product which ranges from Rs.99,293.41 lakhs and Rs.115,953.29 lakhs. Among ten years the average export among the period of study is Rs.69765.844lakhs. The overall compound annual growth rate of Othrcrpts and flrcvrngs of wool/fine anml hair of pile cnstrctn, not made up export stood at -. 134776725. Growth of carpets product which ranges from Rs.81,194.23 lakhs and Rs.84,793.46 lakhs. Among ten years the average export among the period of study is Rs.50958.77333lakhs. The overall compound annual growth rate of carpets export stood at -0.039674142.

The total exports of Druggets product which ranges from Rs.4,231.91 lakhs and Rs.238.92 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.1560.439333lakhs. The overall compound annual growth rate of Druggets export stood at 13.62395995. Growth of Mats and matting product which ranges from Rs.796.24 lakhs and Rs.144.79 lakhs. Among ten years the average export among the period of study is Rs.266.1853333lakhs. The overall compound annual growth rate of Mats and matting export stood at 3. 908533147. Growth of Carpets, carpeting and rugs, That Is to Say product which ranges from Rs.777.07 lakhs and Rs.63,522.64 lakhs. Among ten years the average export among the period of study is Rs.19404.556lakhs. The overall compound annual growth rate of Carpets, carpeting and rugs, That Is to Say export stood at - 0.983592988.

The total exports of Carpets, etc, of silk product which ranges from Rs.2,337.06 lakhs and Rs.11,098.15 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.2428.062lakhs. The overall compound annual growth rate of Carpets, etc, of silk export stood at -0. 766372128. Growth of Crpts of wool/fine anml hair product which ranges from Rs.2,464.82 lakhs and Rs.15,651.84 lakhs. Among ten years the average export among the period of study is Rs.7834.992667lakhs. The overall compound annual growth rate of Crpts of wool/fine anml hair export stood at -0. 821869417. Growth of Othrfrcvrngs product which ranges from Rs.3,222.05 lakhs and Rs.2,252.92 lakhs. Among ten years the average export among the period of study is Rs.3692.213333lakhs. The overall compound annual growth rate of Othrfrcvrngs export stood at 0.396456477.

The total exports of Carpets, carpeting and rugs product which ranges from Rs. 371.42 lakhs and Rs. 4,509.31 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.3463.508 lakhs. The overall compound annual growth rate of Carpets, carpeting and rugs export stood at -0. 902716726. Growth of Othrtxtflrcvrngs of othr man-made txtlmtrl product which ranges from Rs. 247.44 lakhs and Rs. 59,323.89 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.19869.914 lakhs. The overall compound annual growth rate of Othrtxtflrcvrngs of othr man-made txtlmtrl export stood at - 0. 993989772. Growth of Carpets etc of cotton (nt durries) product which ranges from Rs. 2,191.88 lakhs and Rs. 96,569.24 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.29744.53267lakhs. The overall compound annual growth rate of Carpets etc of cotton (nt durries) export stood at -

0.97078678Growth of Other carpets and other textile floor coverings, whether or not made up product which ranges from Rs. 58,502.47 lakhs and Rs. 219.712.31 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.2400746.923 lakhs. The overall compound annual growth rate of Other carpets and other textile floor coverings, whether or not made up export stood at-0.740156285

6. FINDINGS

COMMODITY WISE EXPORT

Export of Carpets and other textile floor coverings product which ranges from Rs.371,529.94 lakhs and Rs.1,236,468.75 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.775819.428 lakhs. The overall compound annual growth rate of Carpets and other textile floor coverings export stood at -0.674445806.

Export of Carpets and, knotted, whether or not made up, asses, mules and hinnies product which ranges from Rs.82,282.62 lakhs and Rs.224,469.67 lakhs. Among ten years the average export among the period of study is Rs.192455.6873lakhs. The overall compound annual growth rate of Carpets and, knotted, whether or not made up, asses, mules and hinnies export stood at-0.608071288.

Export of Othrcrpts and flrcvrngs of wool/fine anml hair of pile cnstrctn,not made up product which ranges from Rs.99,293.41 lakhs and Rs.115,953.29 lakhs. Among ten years the average export among the period of study is Rs.69765.844 lakhs. The overall compound annual growth rate of Othrcrpts and flrcvrngs of wool/fine anml hair of pile cnstrctn,not made up export stood at-.134776725.

Export of carpets product which ranges from Rs.81,194.23 lakhs and Rs. 84,793.46 lakhs. Among ten years the average export among the period of study is Rs.50958.77333 lakhs. The overall compound annual growth rate of carpets export stood at -0.039674142.

Export of Druggets product which ranges from Rs.4,231.91 lakhs and Rs.238.92 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.1560.439333 lakhs. The overall compound annual growth rate of Druggets export stood at13.62395995.

Export of Mats and matting product which ranges from Rs.796.24 lakhs and Rs.144.79 lakhs. Among ten years the average export among the period of study is Rs.266.1853333lakhs. The overall compound annual growth rate of Mats and matting export stood at3.908533147.

Export of Carpets, carpeting and rugs, That Is to Say product which ranges from Rs.777.07 lakhs and Rs.63,522.64 lakhs. Among ten years the average export among the period of study is Rs.19404.556 lakhs. The overall compound annual growth rate of Carpets, carpeting and rugs, That Is to Say export stood at - 0.983592988.

Export of Carpets, etc., of silk product which ranges from Rs.2,337.06 lakhs and Rs.11,098.15 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.2428.062 lakhs. The overall compound annual growth rate of Carpets, etc., of silk export stood at-0.766372128.

Export of Crpts of wool/fine anml hair product which ranges from Rs.2,464.82 lakhs and Rs.15,651.84 lakhs. Among ten years the average export among the period of study is Rs.7834.992667 lakhs. The overall compound annual growth rate of Crpts of wool/fine anml hair export stood at-0.821869417.

Export of Othrlrcvrngs product which ranges from Rs.3,222.05 lakhs and Rs.2,252.92 lakhs. Among ten years the average export among the period of study is Rs.3692.213333 lakhs. The overall compound annual growth rate of Othrlrcvrngs export stood at0.396456477.

Export of Carpets, carpeting and rugs product which ranges from Rs. 371.42 lakhs and Rs. 4,509.31 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.3463.508 lakhs. The overall compound annual growth rate of Carpets, carpeting and rugs export stood at - 0.902716726.

Export of Othrtxtlflrcvrngs of othr man-made txtlmtrl product which ranges from Rs. 247.44 lakhs and Rs. 59,323.89

lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.19869.914 lakhs. The overall compound annual growth rate of Othrtxtlflrcvrngs of othr man- made txtlmtrl export stood at-0.993989772.

Export of Carpets etc of cotton (nt durries) product which ranges from Rs. 2,191.88 lakhs and Rs. 96,569.24 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.29744.53267lakhs. The overall compound annual growth rate of Carpets etc of cotton (nt durries) export stood at -0.97078678

Export of Other carpets and other textile floor coverings, whether or not made up product which ranges from Rs. 58,502.47 lakhs and Rs. 219.712.31 lakhs during the period of 2005 to 2019. Among ten years the average export among the period of study is Rs.2400746.923 lakhs. The overall compound annual growth rate of Other carpets and other textile floor coverings, whether or not made up export stood at -0.740156285

7. SUGGESTIONS

The textile business has the significant importance into districts total economy.

Textile exporter and potential exporter are facing basis problems of unawareness about government policies and schemes, unawareness regarding export market, Export country, products, documentations and procedure. Small scale units facing financial problems and loan sanction, poor margin, labor problem. It has needed to adopt the appropriate strategies by Government, Bank and TMUs to adopt tackle these problems.

The textile business has the potential to make social transformation to some extent. It is such business which gives the opportunity to people to become entrepreneurs by which rural entrepreneurship development will take place.

To suggest effective measures for small scale unit to enter into international market.

8. CONCLUSIONS

Textile is one of the basic needs of people and which has evergreen demand in the national as well as international market. The Indian Textile Industry has grown phenomenally and has an overwhelming presence in the economic life of the country. Majority textile manufacturers are working in small scale and engaging with traditional job rate or local orders. Textile manufacturer in Coimbatore District are facing many difficulties for exporting their goods such as majority exporter is exporting their goods through middlemen who get maximum benefit from the export, manufacturer fails to approach directly to foreign customer. Export related government policies and schemes are difficult to access and understand, as well as there is lack of awareness about these policies, schemes, subsidies and financial support. Considering these issues Researcher defined Objectives, Hypothesis and Scope of study.

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