

Improvement Opportunities for the Textile Industry in Vidarbha Region

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ABSTRACT

Textile industry is second after agriculture industry that has generated huge employment for both skilled and unskilled labour in India. It offers direct employment to over 35 million in the country. Textiles demand from India will grow very fast in upcoming years. There has been a progressive trend in textiles in respect of global competitiveness level from 2% in 2002 to 5.8% in 2017. India will become the second largest by 2030.¹ Vidarbha is one of the largest cotton crops growing region of India and contributes 30 per cent of the crop. Vidarbha's cotton production is 300 kg per hectare, while India's average is 500 kg per hectare and the world average is 700 kg per hectare.²

Keywords: Farmers, cotton, textile, Vidarbha, Marketing strategies, Producers, Improvement, Variety.

1. Introduction

Vidarbha is a geographical region in the east of the Indian State of Maharashtra and a proposed state of western India, comprising the state's Amravati and Nagpur divisions. The Nagpur region is commonly known for Oranges and Cotton. Nagpur is commonly known for business hub like MIHAN (Multi-modal International Cargo hub and Airport at Nagpur). Amravati is known for distributors and cloth markets. Yavatmal is known as cotton city and is an exporter of cotton. Raymond UCO Denim Private Limited is situated in Yavatmal.³ In a major boost for cotton growers in Vidarbha, the Pradhan Mantri Mega Integrated Textile Region and Apparel (PM MITRA) park at Amravati in Maharashtra was formally launched on Sunday. The PM-MITRA Park is located adjacent to the additional Amravati Industrial Area and is situated just 30 KM away from the Mumbai Nagpur Samruddhi Highway and 147 KM from the nearest port, the Wardha Dry Port.⁴

The state government is formulating a special policy to integrate six distressed districts of Vidarbha known for cotton crop. The policy intends to address problems of farmers in the country's largest cotton growing belt across Nagpur, Amravati, Akola, Buldana, Yavatmal, Washim and Wardha.⁵ Largest cotton growing state in India is Maharashtra with 43.51 lakh hectares. Vidarbha is major growing belt, covering more than

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² <https://www.fibre2fashion.com/industry-article/8131/tai-efforts-to-make-vidarbha-india-s-cotton-hub-spinning->

³ <https://en.wikipedia.org/wiki/Vidarbha>

⁴ <https://swarajyamag.com/infrastructure/giving-vidarbha-cotton-farmers-a-new-leash-of-life-pm-mitra-textile-park-launched-in-maharashtras-amravati>

⁵ <https://www.governancenow.com/news/regular-story/maharashtra-promote-vidarbha-cotton-industry>

50% of the cultivated area for cotton in Maharashtra. There is lack of technology and Vidarbha region faces uncertainties in climate, rainfall and temperature impacting cotton cultivation, thereby making farmers vulnerable.

Institute of Science, Nagpur and Dr Panjabrao Deshmukh Krushi Vidyapeeth, Akola will work towards demonstrating the effectiveness technologies developed by PDKV, with cotton farmers in Vidarbha.⁶ New textile policy is forward looking and investment friendly, Cotton producing area like Vidarbha, Marathwada & North Maharashtra have given required importance in the policy.

1. IMPORTANCE OF TEXTILE INDUSTRY IN VIDARBHA

- It will create employment in rural sector.
- New textile policy is forward looking and investment friendly.
- It will boost the farming in Vidarbha regions.
- GDP will be increasing.
- Major boost for cotton growers in Vidarbha.
- Textile Park is expected to attract an investment.
- Textile industry in India gives employment to crores of people which also includes artisans and handloom workers.

2. ISSUES AND CHALLENGES FACED BY TEXTILE INDUSTRY

- Low supply of Cotton in Vidarbha:** Poor farming practices in Vidarbha region leads to less grow of cotton crop. Heavy rains and damp weather have hampered the growth of the plants. The pink bollworm is a major threat for cotton.
- Lack of technological knowledge:** Vidarbha farmer has lack of knowledge of technology. Cotton crop stage boll bursting period is heavily affected by rains. We all know that weather forecasting is an important science in view of farmers. Accurate forecasting can help farmers in sowing of seeds process and also minimise property damage.
- Power Shortage:** Maharashtra's 60% electricity is generated in Vidarbha region. Ironically, the region faces the load-shedding of 6-14 hours in its cities and rural areas. Pune district has enjoyed an excess subsidy of Rs 144 crore last year and whole of western Maharashtra got an excess subsidy of Rs 560 Crore. On the other side, Vidarbha, out of share of 2668 million units, consumed only 985.⁷
- Problems created by government agencies:** Government agencies like NAFED sometimes give less amount for cotton per quintals. The National Agriculture Cooperative Marketing Federation of India, which is main agency of Government which is undertaking MSP procurement is going through worst financial crisis. The uncertainty over starting purchases of cotton at the minimum support price (MSP) is a big challenged for crisis prone farmers of Vidarbha.⁸
- Pest attack:** Cotton crop is badly damaged by pink bollworm. Genetically modified cotton crops also

⁶ <https://sustain.org/dr-panjabrao-deshmukh-krishi-vidyapeeth-and-the-institute-for-sustainable-communities-join-hands-to-promote-water-stewardship-and-climate-resilience-with-cotton-farmers-in-vidarbha/>

⁷ <https://timesofindia.indiatimes.com/city/nagpur/vidarbha-power-surplus-powerless/articleshow/3308016.cms>

⁸ <https://timesofindia.indiatimes.com/city/nagpur/nafed-has-no-money-to-begin-cotton-procurement/articleshow/45129498.cms>

face regular infestations since over four years at least.⁹The pink bollworm pest affected 32 lakh hectares of cotton sown land in Marathwada and Vidarbha region. Nearly 14.91 lakh hectares of such land in Vidarbha was destroyed in the outbreak.¹⁰

- F. **Shortage of labour:** Shortage of labour is the biggest problem faced by owners of ginning and pressing. For Some work, skilled labour is required and for some unskilled labours are required. But there is high shortage in Vidarbha area.
- G. **Other factors:** Unavailability of raw material is biggest issues in textile industry in Vidarbha. They are mainly rely on Pune and Mumbai for raw material. Increasing price of seeds is also major problems for farmers.

3. OPPORTUNITIES FOR TEXTILE INDUSTRIES IN VIDARBHA

- A. **Availability of good soil and climate in Vidarbha Region:** Cotton is a major cash crop in Vidarbha. Various cotton base industries such as cotton collection centres, cotton ginning factories, textile mills etc are established in the district¹¹. Black soil which is essential for cultivation of cotton is available in tremendous amount.
- B. **Opportunity for both large and small sector in textile industry:** Textile industry is divided into two major categories, the organised sector and the unorganised sector. The organised sector includes largest-scale textiles and garment manufactures, while the unorganised sector includes small-scale cottage industries, khadi and village industries, power looms, handlooms, and hand-knitting. The sector manufactures a wide range of products, including polyester and synthetic fabrics, yarn, threads and garments.
- C. **Improve customer service:** For ginning and pressing industry first customer is farmer. Improving service for farmers will boost cotton intake for ginning and pressing. Textile industry should provide transport services to farmers and give them certain rewards for motivation.
- D. **Government Initiative PM-MITRA Park:** The inauguration of the PM-MITRA mega textile park took place with the aim of attracting an investment of Rs 10,000 crore and creating 300000 job opportunities. This PM-MITRA park will boost textile industry in Vidarbha. This is inspired by Prime Minister Narendra Modi's visionary 5F concept (Farm to Fibre to Factory to Fashion to Foreign). It will enable economies of scale and enticing foreign players to Indian market.¹² These PM-MITRA park will provide exceptional infrastructure, plug-and-play facilities, as well as training and research resources tailored to the industry's needs. The PM MITRA parks introduce a unique model where central and state governments collaborate to attract investment, drive innovation, create job opportunity and ultimately establish India as a global leader.
- E. **Marketing strategies:** Marketing strategy is very useful for any industry so as to make their product identity and to target the customer. 4P's tools of marketing (Price, place, promotion and physical evidence) should be used for proper targeting the customer. Market segmentation is very essential in textile industry.

⁹ <https://timesofindia.indiatimes.com/city/nagpur/vid-farmers-fear-another-bollworm-attack/articleshow/85046845.cms>

¹⁰ <https://www.hindustantimes.com/mumbai-news/pest-attack-has-killed-crops-and-hopes-of-41-lakh-farmers-in-maharashtra/story-tOJb1CVpXcC1ProjSHIBjP.html>

¹¹ <https://yavatmal.gov.in/>

¹² <https://currentaffairs.adda247.com/pm-mitra-park-launched-in-amravati-maharashtra/>

F. Social Media marketing: Clothing and fashions brands that are successful on social media all have one thing in common- They have a unique voice. The best social media marketing platforms for business include Facebook, YouTube, Instagram, LinkedIn, Twitter. Social media influence customer to buy products.

1. Create a strategy
2. Be consistent
3. Create Engaging& Interesting content
4. Engagement
5. Track and Analyse metrics

A. Subsidy to textile industry: Huge amount of subsidy must be provided by government to textile industry. Some relief packages must be given to cotton producing farmers when the cotton is damaged by rainfall and pest attack.

B. Incubation centres: various incubation centres must be set up in Vidarbha that encourage entrepreneurship in the textile industry in Vidarbha region. It will be working to create a farm-to-fashion incubation centre model for the textile industry at Vidarbha region to encourage building entrepreneurs to set up units under different business models.

5. SUGGESTIONS

1. Central and state government should prepare a good budget for textile industry.
2. Government should give good amount to cotton crop.
3. Textile parks, Cotton centres, ginning and pressing industries must be set up near in rural areas.
4. Cotton must be taken from farmers from his house by government agency because it will save transport cost.
5. Exice duty on textile products, packaging and transportation should be reduced.
6. Strategies for reviving Sick textile industry.

6. CONCLUSION

Textile industry is most important industry a GDP of India. This industry supports the livelihood of 5.8 million cotton farmers, and 50 million people are engaged in the processing. The textiles sector plays a crucial role in the state's economy. Vidarbha's potential in spinning is recognised and with new textile parks & new investments Vidarbha will be next emerging hub for textiles and clothing. From this we conclude that farmers of cotton growing regions are deprived from employment of this industry. However, textile industry is a second largest employment provide sector after agriculture sector. It is essential to create a more cotton textile industry in cotton growing regions like Vidarbha it will assist to save transportation cost, power cost and labour cost. This will provide large number of employments in Vidarbha.